

October 1, 1962

GULF RENEWS SPONSORSHIP OF NBC-TV "INSTANT NEWS SPECIALS" AND WILL ALSO SPONSOR "PROJECTION '63," NEWS FORECAST COLOR SPECIAL

Gulf Oil Corporation has renewed its sponsorship of NBC-TV "Instant News Specials" for 1963 and will also sponsor "Projection '63," full-hour special forecast of world events, presented each year by NBC News, it was announced today by Carl Lindemann, Jr., Vice President, Special Projects, NBC.

"Instant News Specials" make possible thorough and immediate sponsored coverage of national and international events hours after they occur. The number and length of the programs in the series is determined by the news as it breaks throughout the year.

"Projection '63," the sixth annual forecast of trends and developments in the coming year by NBC News domestic and foreign correspondents, will be broadcast in color on the NBC-TV Network Sunday, Jan. 6, 10-11 p.m. EST. This will be the third consecutive year of "Projection" sponsorship by Gulf.

NBC News correspondent Frank McGee is anchorman for the "Instant News Specials" series and moderator of "Projection '63." Chet Hagan is producer of both.

Correspondents for "Projection '63," who will discuss the particular problems their areas will face in 1963, will be announced.

The Gulf order was placed through Young & Rubicam Inc.

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NBC COLOR TELEVISION NEWS



October 1, 1962

"PROJECTION '63," ANNUAL FULL-HOUR NBC NEWS FORECAST,
WILL BE BROADCAST IN COLOR SUNDAY, JAN. 6

"Projection '63," the annual full-hour NBC News forecast of world events, will be presented in color Sunday, Jan. 6, 10-11 p.m. EST, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Gulf Oil Corporation, through Young & Rubicam Inc., purchased sponsorship of the "Projection" program for the third consecutive year.

"Projection '63," the sixth annual forecast of trends and developments in the coming year, features NBC News domestic and foreign correspondents discussing the particular problems their areas will face in 1963. Correspondents who will participate in the program will be announced.

NBC News correspondent Frank McGee is moderator of "Projection '63." Chet Hagan is producer.

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NBC TRADE NEWS

October 1, 1962

A.E. STALEY MANUFACTURING COMPANY TRANSFERS BULK OF ITS NETWORK TV ADVERTISING TO NBC, BUYING INTO FIVE PROGRAMS

A. E. Staley Manufacturing Company, Decatur, Ill., has transferred the bulk of its network television advertising to NBC-TV, ordering sponsorship in five NBC-TV programs, it was announced today by James Hergen, Director of Daytime Sales, and William Storke, Director, Participating Sales, NBC-TV Network.

The Staley order, one of the company's most extensive during its nine years of network television advertising, is for participation in the "Tonight Show Starring Johnny Carson" and in four NBC-TV daytime programs: "The Merv Griffin Show," "Your First Impression," "Truth or Consequences," and "Loretta Young Theatre."

The A. E. Staley order was placed through Erwin Wasey, Ruthrauff & Ryan, Inc., Chicago.

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October 1, 1962

HOW NBC NEWS PROVIDED SWIFT, COMPREHENSIVE TV AND RADIO
COVERAGE OF MISSISSIPPI INTEGRATION STORY OVER WEEKEND

NBC News mobilized newsmen from New York, Chicago and New Orleans to converge on Mississippi over the weekend for rapid coverage of swift-breaking events on efforts to admit James H. Meredith, 29-year-old Negro, to the University of Mississippi.

The results were three television specials Saturday and Sunday (Sept. 29 and 30), numerous bulletins on the NBC-TV and Radio networks and live reports on NBC Radio's "Monitor '62."

Handling the three TV specials from New York was Frank McGee. The first was broadcast at 11:15 p.m. EDT Saturday.

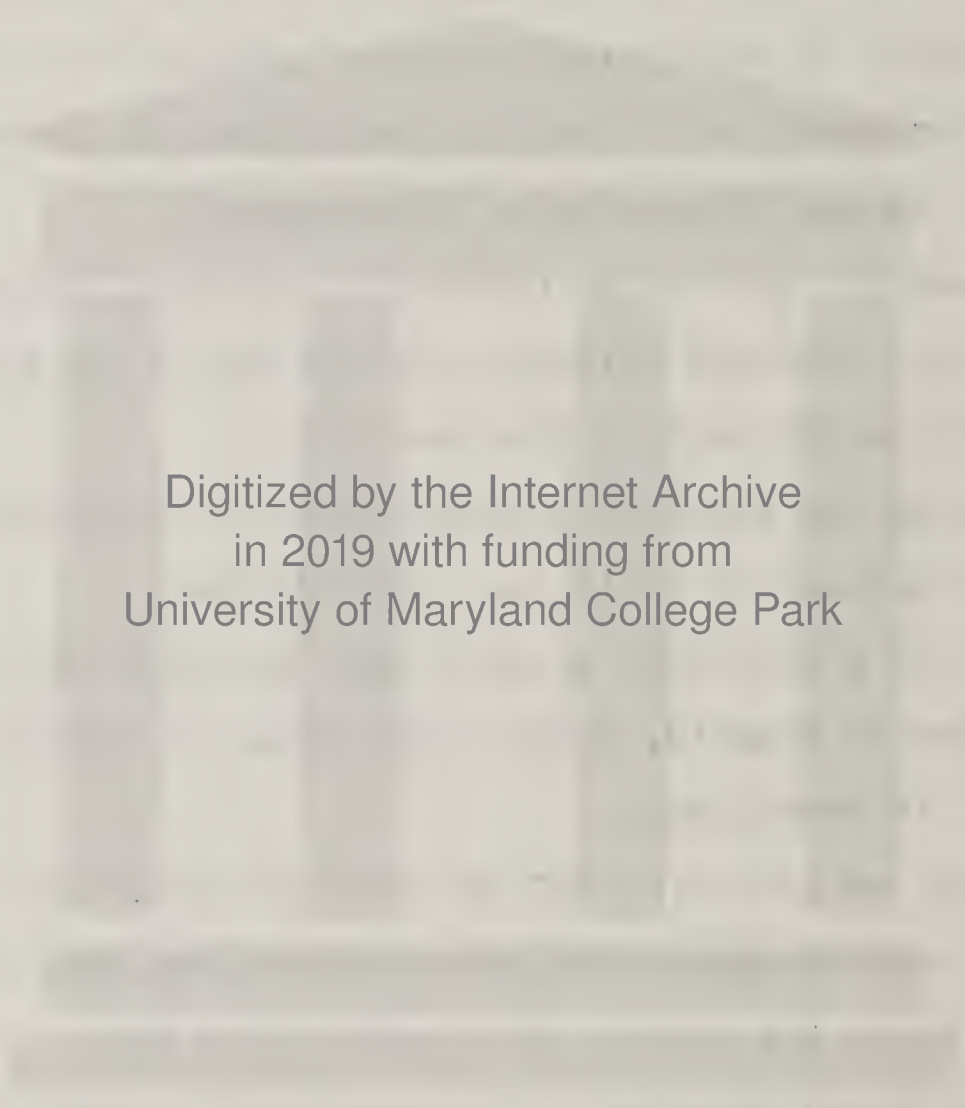
This was a 15-minute program that included live news summaries from William Ryan in Memphis, Kenneth Bernstein in Jackson, Miss., and Robert Goralski in Washington.

Sunday, at 5:30 p.m. EDT NBC News presented the second TV special, a half-hour program with late reports from Ryan and Bernstein. McGee outlined steps the Federal Government would take.

Films showed Mississippi Governor Ross Barnett appealing to the fans at the Mississippi-Kentucky football game Saturday night in Jackson. Other films showed the staging of Federal forces at Millington Naval Air Station outside Memphis.

In Washington, NBC News correspondents Ray Scherer and Robert McCormick discussed the political reverberations of Governor Barnett's moves.

(more)



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2 - Mississippi

At 8 p.m. EDT Sunday, NBC News learned in Washington that a peaceful settlement to Meredith's registration was "imminent." During an on-the-air telephone conversation between McGee in New York and correspondent Richard Valeriani on the "Ole Miss" campus, Valeriani spotted Federal marshals escorting the Negro onto the campus.

At 10 p.m. EDT on Sunday, the NBC-TV and Radio networks carried live President Kennedy's address to the nation on the Mississippi situation. Scherer summarized the President's remarks at 10:10 p.m. EDT.

The Presidential talk delayed for 15 minutes the "Du Pont Show of the Week." When it concluded at 11:15 p.m., NBC News presented the third TV special of the weekend -- a 15-minute show that summarized late events.

Throughout the weekend, NBC News interrupted both radio and television with bulletins on the Mississippi story.

A small army of NBC News reporters, cameramen and technicians was assigned in and around Oxford, Miss.

Frank Jordan, Manager, NBC News, Chicago, coordinated all reports out of Oxford. He was assisted by Valeriani, NBC News' correspondents out of Chicago, cameraman Earl Grotchett of Chicago, and James Harper of New York, who handled the TV tape. A mobile TV tape unit from WDSU in New Orleans was rushed to Oxford on Sunday.

In Jackson, Miss., correspondent Kenneth Bernstein and cameraman Cal Marlin were on duty. Memphis was being covered by correspondent William Ryan, director Charles Sieg and cameraman Doug Downs. Leaving for the area early Monday (Oct. 1) was reporter Robert Farson.

(more)

October 1, 1962

Attention, Sports Editors

NATIONAL LEAGUE PLAYOFF CHANGES WORLD SERIES DATES

NBC-TV AND RADIO COVERAGE TIMES LISTED

The National League pennant playoff between the San Francisco Giants and Los Angeles Dodgers, being covered by NBC on TV and radio, changes the previously announced schedule for the World Series, also to be covered by NBC-TV (in color) and NBC Radio.

The first coast-to-coast World Series in baseball history now will begin Thursday, Oct. 4, in the park of the National League pennant-winner -- either San Francisco's Candlestick Park or Los Angeles' Dodger Stadium. The second game is scheduled for the same park on Friday, Oct. 5.

Games three, four and (if necessary) five will be played Sunday, Monday and Tuesday, Oct. 7, 8 and 9, at Yankee Stadium, home of the American League champion New York Yankees. If the best-four-of-seven competition has not been decided after five games, play will shift back to the West Coast for the sixth game Thursday, Oct. 11. A seventh game would be played Friday, Oct. 12.

The Series schedule calls for open dates for travel on Oct. 6, between games 2-3, and on Oct. 10, between games 5-6.

TV and radio times for Series games in San Francisco would be 2:45 p.m. EDT (11:45 p.m. PDT), 15 minutes before game time. Air times for Los Angeles games would be 3:45 p.m. EDT (12:45 p.m. PDT). Air times for New York games will be 1:45 p.m. EDT on Sunday, Oct. 7, and 12:45 p.m. EDT on Oct. 8 and 9.

(more)

The TV and radio commentators for the World Series will be announced soon.

* * *

Playoff Commentators Announced

Bob Wolff on television, and Al Helfer on radio, are the commentators for NBC's dual coverage of the National League playoff. Wolff was one of the commentators for NBC-TV's "Major League Baseball" games during the past season, and Helfer announced Houston Colts games.

Air time for playoff games on TV is 4 p.m. EDT, a few minutes before game time (instead of 3:45 p.m. EDT, as previously planned). Radio air time is 3:45 p.m. EDT.

The best two-of-three playoff series started Oct. 1 in Candlestick Park, San Francisco. The scene shifts to Los Angeles' Dodger Stadium for the second game Tuesday, Oct. 2 and the third game, if necessary, Wednesday, Oct. 3.

NBC's exclusive TV and radio coverage is nationwide, except for the Los Angeles and San Francisco areas.

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NBC-New York, 10/1/62

NBC NEWS' RUSSELL C. TORNABENE IS AMONG GROUP OF EXECUTIVES
FROM U.S. TO VISIT RADIO FREE EUROPE'S FACILITIES

Russell C. Tornabene, Manager, NBC News Operations in New York, will be among a group of U. S. business executives flying to Europe next month to make a first-hand study of the operations of Radio Free Europe in penetrating the Iron Curtain.

The group will leave New York Oct. 12 for a 10-day tour of overseas facilities that beam a steady flow of free-nation information into the Communist satellite nations of Eastern Europe.

The touring group will inspect facilities in Munich, Germany, where Radio Free Europe has its headquarters, and in Lisbon, Portugal, where a powerful short-wave transmitting station is located. They will also visit West Berlin for a look at the Communist Wall.

Radio Free Europe is a private, non-profit, non-government enterprise founded in 1950.

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NBC-New York, 9/1/62

October 2, 1962

THERE'S A THIRD "NINE" IN NBC-TV COVERAGE OF NATIONAL LEAGUE PLAYOFFS

They Are the Advertisers Signed in 21-Hour Period Before First Game

During the 21-hour period between the end of the Los Angeles-St. Louis game Sunday and the start of the Los Angeles-San Francisco playoff game Monday, nine advertisers purchased sponsorship in NBC-TV's exclusive coverage of the National League playoff series, it was announced today by Richard McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The advertisers and their agencies are:

Bristol-Myers Co.	Doherty, Clifford, Steers & Shenfield Inc.
Schick, Inc.	Norman, Craig & Kummel Inc.
Liggett & Myers Tobacco Co.	J. Walter Thompson
Union Carbide Consumer Products Co.	William Esty Co. Inc.
Chesebrough-Pond's Inc.	William Esty Co. Inc.
Thomas Leeming & Co.	William Esty Co. Inc.
Sterling Drug, Inc.	Dancer-Fitzgerald-Sample Inc.
P. Ballantine & Sons	William Esty Co. Inc.
Kemper Insurance Group	

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NBC TELEVISION NETWORK NEWS

October 2, 1962

'REPORT ON MISSISSIPPI,' NBC NEWS TV SPECIAL MONDAY NIGHT INCLUDED EXCLUSIVE APPEARANCES BY ATTORNEY GENERAL KENNEDY AND GOV. BARNETT

Two exclusive appearances, one by Attorney General Robert F. Kennedy and the other by Mississippi Governor Ross R. Barnett, were included in a special NBC News program, "Report on Mississippi," on the NBC-TV Network last night (Monday, Oct. 1, 7:30-8:30 p.m. EDT).

Mr. Kennedy said in an interview with NBC News correspondent David Brinkley that the rioting on the campus of the University of Mississippi was due to the failure of Governor Barnett and other state officials to keep their word that they would maintain law and order.

Governor Barnett said in a taped statement that the fatal rioting was the responsibility of "inexperienced, nervous and trigger-happy Federal marshals." He said that the only solution to the integration was for the Federal Government to remove James H. Meredith, a 29-year-old Negro student, from the university.

NBC News correspondent Frank McGee was anchorman on the program, which was produced by Robert Northshield and Gerald Green. It included reports by correspondents Bill Ryan in Memphis, Kenneth Bernstein in Jackson (Miss.), and Ray Scherer and Robert McCormick in Washington. Other segments included an interview by correspondent Sander Vanocur with Ralph McGill, publisher of the Atlanta Constitution.

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NBC COLOR TELEVISION NEWS



October 2, 1962

CREDITS FOR 'THE TONIGHT SHOW STARRING JOHNNY CARSON'

NBC-TV Color Broadcast Series

Time: NBC-TV color broadcasts, Monday
through Fridays, 11:15 p.m. to
1 a.m. NYT (started Monday,
Oct. 1, 1962)

Host: Johnny Carson

Origination Point: Studio 6B, RCA Building, New York

Format: Comedy, music, interviews, and
visiting guest stars each night.

Announcer: Ed McMahon

Musical Director: Skitch Henderson

Producer: Perry Cross

Director: Dick Carson

Assistant Producer: John Carsey

Commercial Producer: Perry Massey

Assistant Director: Stan Zapka

Writers: Herb Sargent, Alen Robbin,
Jim McGee

Senior Unit Manager: Ed Fought

Unit Manager: Doug Skene

Senior Talent Coordinator: Sy Kasoff

(more)

2 - 'The Tonight Show Starring Johnny Carson'

Talent Coordinators:	Shelly Schultz, Bruce Cooper, Shirley Wood
Assistant to Mr. Carson:	Mike Zinella
Set Designer:	Frank Skinner
Costumes:	Joe Mostelleer
Technical Director:	Ray Barrett
Lighting:	Howard Sharrott
Audio:	Robert Bugg
Property Man:	John Day
Production Assistant:	Betty Bayer
Commercial Production Assistants:	Sheila Reilly, Marilyn Roberts
Floor Manager:	John Lynch
Sponsors:	Various
NBC Press Representative:	Betty Lanigan (New York)

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NBC-New York, 10/2/62

October 3, 1962

SPEED AND COMPLETENESS MARKED NBC NEWS TV AND RADIO
COVERAGE OF ASTRONAUT SCHIRRA'S ORBIT FLIGHT

NBC-TV was the only television network today to provide continuous live coverage of the first orbit of the space flight of Commander Walter M. Schirra Jr. During the day, the network continued to present special coverage, including a half-hour program at 12 noon EDT and another at 3:30 p.m. EDT.

NBC News began its television coverage at 7 a.m. EDT and continued it for three full hours, to report on preparations for the flight, the launching from Cape Canaveral and the problems of temperature control encountered by Schirra during his first orbit around the earth. The coverage was titled "American in Orbit: Stage III."

New York ratings showed NBC-TV with a greater audience than both other TV networks combined during the hours 7-10 a.m. EDT. The New York Nielsen figures gave NBC an 8.9 rating and a 46 per cent share, CBS a 4.8 rating and a 25 per cent share, ABC a 1.7 rating and a 9 per cent share. The New York Arbitron results showed NBC with a 10 rating and a 47 per cent share, CBS a 6.9 rating and a 33 per cent share, and ABC a 1 rating and a 5 per cent share.

The NBC News coverage not only included comprehensive reporting on all aspects of the flight, but exclusive live pickups from the home of Schirra's parents in San Diego, Calif.; the high school the astronaut attended in Englewood, N. J., and the U. S. Weather Bureau center at Suitland, Md.

(more)

NBC News correspondent Frank McGee served as anchorman in New York and correspondent Merrill Mueller as anchorman in Canaveral. NBC News' aerospace correspondent Roy Neal reported from the Cape on scientific and technical aspects of the flight. The programming was produced by Chet Hagan. It was sponsored by the Gulf Oil Corporation as part of the series of NBC Special News Reports.

Between the special NBC News programs, the TV network interrupted regular programs with reports on developments in the flight, including bulletins at 11:05 a.m., 1:32 p.m. and 1:37 p.m. EDT. During regular programming, NBC News used a "traveling" news sign running across the bottom of the television screen to keep viewers informed of the progress of Schirra's mission.

At 2:25 p.m. EDT, NBC-TV carried the first message from space to be broadcast live. The voice was that of Schirra talking with astronaut John H. Glenn Jr. at the Port Arguello (Calif.) tracking station. NBC News correspondent Merrill Mueller pointed out that previous transmissions from space have been taped before being broadcast.

The special program at 12 noon EDT. included interviews with experts on important aspects of the equipment and preparations and reaction from London transmitted via Telstar. The Telstar coverage, taped in New York, presented Londoners being questioned on their opinions of the American space attempt.

In the three-hour program that began the NBC News coverage, NBC News correspondent Elmer Peterson interviewed the astronaut's parents, Mr. and Mrs. Walter Schirra Sr., outside their home in San Diego. Mrs. Schirra said that she had experienced a new surge of confidence during the past few days.

(more)

Correspondent Stephen Flanders reported from Dwight Morrow High School in Englewood, N. J., where students were watching the NBC coverage on a large screen in the school auditorium. Flanders interviewed a student and a teacher who had served as Schirra's faculty adviser when he attended the school.

NBC meteorologist Frank Field reported from the U. S. Weather Bureau in Suitland, Md., outside Washington, on weather conditions in the recovery zones around the world. He held an audio interview with a U. S. Weather Bureau official in Hawaii on the progress of two tropical storms in the Pacific, where the space capsule was to return to earth.

NBC News' radio coverage of Astronaut Schirra's orbit flight began at 7:05 a.m. EDT with correspondents Peter Hackes and Jay Barbree handling the story live from the Cape.

The coverage continued into the afternoon with other reports from correspondents Herbert Kaplow aboard the USS Kearsarge (the carrier in the Pacific due to pick up Schirra), Elmer Peterson at the home of the astronaut's parents in San Diego, Calif., Stephen Flanders at the high school the astronaut attended in Englewood, N. J.,; Bill Paine of KGU in Honolulu, Hawaii; Ray Scherer at the White House, and Dr. Frank Field at Weather Bureau Analysis at Suitland, Md.

Reaction to the flight was also covered with a three-way radio hookup between correspondents at the Cape, Moscow and London.

Ed Gough produced the radio coverage from the Cape and Bill Fitzgerald from New York.

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NBC-New York, 10/3/62

'TRAVELING' NEWS SIGN AT BOTTOM OF TV SCREEN KEPT
NBC NETWORK VIEWERS INFORMED ON ORBIT FLIGHT

A "traveling" news sign running across the bottom of the TV screen was used exclusively by NBC News today (Oct. 3) to keep NBC-TV viewers informed of the progress of the orbit flight of Commander Walter M. Schirra Jr. throughout the day.

The news sign was mounted in front of the desk used by NBC News correspondent Frank McGee in NBC-TV's New York studios. It first went into operation shortly after astronaut Schirra was launched into orbit and was seen during NBC's live coverage of the event early in the morning.

The moving sign was subsequently superimposed on the television screen during NBC-TV's regularly scheduled programs, which resumed at 10 a.m. EDT.

The traveling news sign, developed by the Trans-Lux Corp., resembles the famous news sign on the Times Tower in New York's Times Square.

The sign used by NBC News is seven feet long, contains 840 light bulbs and operates at 40 words a minute. News is printed on the screen within seconds after it is received by the operator.

The operator, located in the NBC-TV studio, received the latest news of the Schirra flight as dictated by an NBC News writer. Using a transcriber with a standard typewriter keyboard, the operator then punched holes in a paper tape. The tape was then fed into the "flashcaster" panel which translated holes into electronic impulses which triggered light in a pattern representing letters on the screen.

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October 3, 1962

FIVE MORE ADVERTISERS BUY SPONSORSHIP IN NBC-TV'S EXCLUSIVE
COVERAGE OF NATIONAL LEAGUE PLAYOFF SERIES

Five advertisers, in addition to the nine previously announced, purchased sponsorship in NBC-TV's exclusive coverage of the National League playoff series between the Los Angeles Dodgers and the San Francisco Giants, it was announced today by Richard McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The five advertisers (and their agencies) are: Noxzema Chemical Co. (Doherty, Clifford, Steers & Shenfield Inc.), Block Drug Co. (Sullivan, Stauffer, Colwell and Bayles, Inc.), Dodge Division of Chrysler Corporation (Batten, Barton, Durstine & Osborn Inc.), Hills Brothers Coffee Inc. (N. W. Ayer & Son Inc.), and Hormel Meats (Batten, Barton, Durstine & Osborn Inc.).

Advertisers (and their agencies) previously announced are:

Liggett & Myers Tobacco Co.	(J. Walter Thompson)
Bristol-Myers Co.	(Doherty, Clifford, Steers & Shenfield Inc.)
Schick, Inc.	(Norman, Craig & Kummel Inc.)
Union Carbide Consumer Products Co.	(William Esty Co. Inc.)
Chesebrough-Pond's Inc.	(William Esty Co. Inc.)
Thomas Leeming & Co.	(William Esty Co. Inc.)
Sterling Drug, Inc.	(Dancer-Fitzgerald-Sample Inc.)
P. Ballantine & Sons	(William Esty Co. Inc.)
Kemper Insurance Group	

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October 3, 1962

SPONSORS SWIFTLY SIGNED FOR NBC RADIO'S
COVERAGE OF NATIONAL LEAGUE PLAYOFF

NBC Radio signed an advertiser for its coverage of the National League baseball playoffs just 55 minutes before airtime, when Joseph Schlitz Brewing Co., through Leo Burnett Company Inc., Chicago, purchased one-quarter sponsorship.

It was 14 minutes before the opening game (Oct. 1), when a messenger delivered the Schlitz copy to Candlestick Park, San Francisco.

For the second and third playoff games, additional sponsors joined Schlitz on a participation basis: E. I. duPont de Nemours & Company Inc., through Batten, Barton, Durstine & Osborn Inc.; Buick Motor Division, General Motors Corp., through McCann-Erickson, Inc.; Chemical Compounds Inc. (S. T. P. motor oil), through Standart & O'Hern Adv. Agency Inc., Kansas City, Mo.; and Studebaker-Packard Corporation, through D'Arcy Advertising Company.

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NBC COLOR TELEVISION NEWS



October 3, 1962

JULIE HARRIS TO STAR IN COLOR PRODUCTION OF 'PYGMALION'

First TV Presentation of Shaw's Play to Be Broadcast

on NBC-TV's "Hallmark Hall of Fame"

Julie Harris will star as Liza Doolittle in the first television presentation of George Bernard Shaw's "Pygmalion," to be broadcast in color on NBC-TV's "Hallmark Hall of Fame" Wednesday, Feb. 6, 1963 (7:30-9 p.m. EST).

"Pygmalion," most popular of the Irish playwright's works -- written in 1912 -- will be produced and directed by George Schaefer (for his Compass Productions Inc.) and adapted for television by Robert Hartung. This will be the fourth of Shaw's plays to be produced in the "Hallmark Hall of Fame" color series over NBC-TV. The others have been "The Devil's Disciple" (1955), "Man and Superman" (1956) and "Captain Brassbound's Conversion" (1960).

For Miss Harris, "Pygmalion" will mark her seventh performance on "Hallmark Hall of Fame." Last season she won an Emmy award for her portrayal of "Victoria Regina." She has also starred in "The Good Fairy," "The Lark," "Little Moon of Alban," "Johnny Belinda" and "A Doll's House."

"Miss Harris has great versatility," Schaefer said. "After completing her TV role as the stately Victoria last year, she delighted Broadway audiences as the saucy French maid of 'A Shot in the Dark.' She will make an ideal Liza."

(more)

The TV premiere of "Pygmalion" will come almost 50 years after its first stage performance in Vienna (1913), with Lilly Marberg as Liza. In 1914 Mrs. Patrick Campbell played the role in the English language production, first in London and then in New York. Later notable Broadway performances were given by Lynn Fontanne and Gertrude Lawrence. Shaw himself supervised a 1938 British motion picture version in which Wendy Hiller played opposite the late Leslie Howard.

Shaw derived the title of "Pygmalion" from the Latin poet, Ovid, whose Pygmalion created a beautiful statue, Galatea, and then fell in love with it. Shaw's Pygmalion is Henry Higgins, an arrogant professor of phonetics who attempts, on a wager, to make a fine lady of an ignorant flower girl.

Additional casting and production details for "Pygmalion," which will be an NBC-TV New York origination, will be announced. "Hallmark Hall of Fame" launches its 12th season on NBC-TV Friday, Oct. 26 (8:30-10 p.m. EDT) with a color production of "The Teahouse of the August Moon," starring John Forsythe, David Wayne, Miyoshi Umeki and Paul Ford.

"Hallmark Hall of Fame" is sponsored by Hallmark Cards Inc. through Foote, Cone and Belding.

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NBC-New York, 10/3/62

NBC COLOR TELEVISION NEWS



CREDITS FOR SEASON'S PREMIERE OF "THE DINAH SHORE SHOW" IN COLOR
- - -
A ONE-WOMAN PERFORMANCE, WHICH STARTS HER 12TH CONSECUTIVE
YEAR ON THE NBC-TV NETWORK SUNDAY, OCT. 14

Program: "The Dinah Shore Show" on NBC-TV Network

Time and Date: Season's premiere Sunday, Oct. 14 (10 to 11 p.m. EDT) -- the first of nine once-a-month color specials.

Format: Dinah Shore's one-woman show, a full-hour concert of blues, ballads and spirituals, re-creating her highly praised nightclub act at the Eden Roc in Miami Beach and the Riviera in Las Vegas.

Starring: Dinah Shore

Assisted by Frank De Vol's orchestra; Ticker Freeman at the piano; the Even Half Dozen (Joe Pryor, Mark Wilder, W. Earl Brown, Bill Brown, Dave O'Hern and Frank Howren)

Executive Producer: Henry Jaffe

Produced by George Schlatter

Directed by: Dean Whitmore

Written by: Mort Lachman

Music Director: Frank De Vol

Musical Numbers Staged by Nick Castle

Musical Routines: Ticker Freeman
(more)

2 - 'Dinah Shore Show'

Special Musical Material: W. Earl Brown
Music Coordinator: Nat Farber
Associate Producer: Carolyn Raskin
Unit Manager: Sil Caranchini
Art Director: Robert Kelly
Costumes Designed by Robert Carlton
Makeup: Claude Thompson
Origination: Pre-taped before an audience June 11,
1962 at NBC's Color City, Burbank,
Calif.
NBC Press Representatives: Bill Faith, Burbank, and Al Cammann, New
York.

* * *

PROGRAM

Blues Medley:

"St. Louis Blues," "Shake, Rattle and Roll," "Blues In the
Night," "Boogie Blues," "I Got a Man," "Let the Good Times Roll,"
"Dinella Blues."

"Wrap Your Troubles in Dreams"

Hello, Young Lovers."

Medley: "After You've Gone" and "Please Don't Talk About
Me When I'm Gone."

"Without Love."

"Glory of Love."

"Ain't Down Yet."

"Hi Lili Hi Lo."

"I Get Along Without You Very Well."

Spritiual Medley: "Sometimes I Feel Like a Motherless
Child," "Joshua Fit the Battle of Jericho," "All God's Children" and
"Ezekiel Saw the Wheel."

-----o----- NBC-New York, 10/3/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

JACK TRACY
ROOM 320

2-X-H

October 4, 1962

NBC NEWS SCORES WITH COVERAGE OF SCHIRRA ORBIT FLIGHT

National Arbitron Shows More Than Half TV Audience Tuned to NBC;
Comprehensive Programming on Space Feat Extended to Second Day

More than half of the national television audience was attracted to NBC-TV, the only television network to provide continuous coverage during three critical hours of preparations, launching and first orbit of Astronaut Walter M. Schirra Jr., yesterday (Oct. 3).

That more Americans were tuned to NBC than to both other TV networks combined was shown by National Arbitron reports. The figures showed that NBC had a 14 rating and a 54 per cent share of the audience, while CBS had an 8.1 rating and a 31 per cent share, and ABC a 2.8 rating and an 11 per cent share.

NBC-TV continued the coverage into the second day when it scheduled a special half-hour program today (Thursday, Oct. 4, 2 to 2:30 p.m. EDT) to show first films of Schirra's recovery in the Pacific after his six-orbit space mission.

In all, NBC News presented more than five hours of special TV coverage under the title of "American in Orbit." NBC News correspondents participating in the coverage included Frank McGee, anchorman in New York, and Merrill Mueller and Roy Neal both in Cape Canaveral. The coverage was produced by Chet Hagan and sponsored by the Gulf Oil Corporation.

Some highlights of the NBC News coverage:

(more)

2 - Orbit Flight

The first voice transmission from space to be broadcast live was carried exclusively on the NBC-TV and Radio Networks. After Schirra's voice was heard live, Merrill Mueller pointed out that previous transmissions from space have been taped before broadcast.

Exclusive live pickups from the home of the astronaut's parents in San Diego, from the high school he attended in Englewood, N.J., and from the U. S. Weather Bureau Center in Suitland, Md., were presented on NBC-TV .

A "traveling" news sign running across the bottom of the television screen was used by NBC News to keep viewers informed of the progress of the flight during regular programming and coverage of the National League Pennant playoff game.

Among the Oct. 3 news specials were two half-hour programs, one at 12 noon EDT, and another at 3:30 p.m. EDT. A 15-minute summary of the day's space events was presented at 11:15 p.m. EDT.

Coverage on the NBC Radio Network spanned more than 12 hours, from 7:05 a.m. to 7:15 p.m. EDT. Correspondents Peter Hackes and Jay Barbree reported the story live from Canaveral. Ed Gough produced the coverage from Canaveral and Bill Fitzgerald was producer in New York.

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NBC-New York, 10/4/62

NBC RADIO NETWORK NEWS

October 4, 1962

PREMIERE

'CHET HUNTLEY REPORTS' IS TITLE OF NEW NBC RADIO SERIES
FEATURING THE NBC NEWS COMMENTATOR SUNDAYS

Chet Huntley will begin a weekly NBC Radio Network program of commentary, interviews and pick-ups from newsmaking areas of the world Sunday, Oct. 14.

Titled "Chet Huntley Reports," the 15-minute show will be heard each Sunday, at 6:15 p.m. NYT. It replaces "On the Line with Bob Considine," which concludes Sunday, Oct. 7.

Huntley, with NBC News since 1955, currently appears on NBC-TV Monday through Friday on the "Huntley-Brinkley Report," Tuesday night on "Chet Huntley Reporting," and on various "NBC White Papers" and special TV news programs.

His NBC Radio assignments include "Emphasis" features and "News-on-the-Hour" weekdays, and news analysis within the weekend "Monitor 62" broadcasts.

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October 4, 1962

SPONSOR PARTICIPATION IN NBC-TV COVERAGE OF NATIONAL LEAGUE
PENNANT PLAYOFF REACHED SOLD-OUT STATUS BEFORE LAST GAME

Advertiser participation in NBC-TV's coverage of the National League pennant playoff, which built steadily as the three-game series progressed, reached a sold-out status before the final game yesterday (Oct. 3), it was announced today by Richard McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The few remaining participations in the final game were purchased by Philip Morris Inc. (through Leo Burnett Co.), Miles Laboratories Inc. (Wade Advertising), Standard Brands Inc. (J. Walter Thompson Co.), Lewis-Howe Co. (McCann-Erickson Inc.) and Plymouth Division of Chrysler Corporation (N. W. Ayer & Son Inc.).

As previously announced, other sponsors of NBC-TV's coverage of the playoff were:

Liggett & Myers Tobacco Co. (J. Walter Thompson Co.), Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield Inc.), Schick Inc. (Norman, Craig & Kummel Inc.), Sterling Drug Inc. (Dancer-Fitzgerald-Sample Inc.), Noxzema Chemical Co. (Doherty, Clifford Steers & Shenfield Inc.), Block Drug Co. (Sullivan, Stauffer, Colwell and Bayles, Inc.), Dodge Division of Chrysler Corporation (Batten, Barton, Durstine & Osborn Inc.), Hills Brothers Coffee Inc. (N. W. Ayer & Son Inc.), Hormel Meats (Batten, Barton, Durstine & Osborn Inc.), and Union Carbide Consumer Products Co., Chesebrough-Pond's Inc., Thomas Leeming & Co. and P. Ballantine & Sons (all through William Esty Co. Inc.), and Kemper Insurance Group.

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October 4, 1962

SPONSORSHIP OF NBC RADIO'S COVERAGE OF NATIONAL LEAGUE PLAYOFF
REACHED SOLD-OUT STATUS JUST BEFORE FINAL GAME

Advertiser participation in NBC Radio's coverage of the National League baseball playoff, which built steadily as the three-game series progressed, reached a sold-out status shortly before the final game yesterday (Oct. 3).

The few remaining participations in the final game were bought just before airtime by Aetna Casualty & Surety Co., through Remington Advertising Inc., Springfield, Mass.; and Whitehall Laboratories, Div. of American Home Products Corp. (Anacin), through Ted Bates & Company Inc.

As previously announced, Joseph Schlitz Brewing Co., through Leo Burnett Company Inc., Chicago, was one-quarter sponsor of the entire series, and participating sponsors in the second and third games were: E.I. duPont de Nemours & Company Inc., through Batten, Barton, Durstine & Osborn Inc.; Buick Motor Division, General Motors Corp., through McCann-Erickson, Inc.; Chemical Compounds Inc. (S.T.P. motor oil), through Standart & O'Hern Adv. Agency Inc., Kansas City, Mo.; and Studebaker-Packard Corporation, through D'Arcy Advertising Company.

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NBC COLOR TELEVISION NEWS



October 4, 1962

'MEET THE PRESS' TO MARK 15TH ANNIVERSARY ON NBC-TV
WITH FIRST 1947 INTERVIEW GUEST: JAMES A. FARLEY

"Meet the Press" will mark its 15th anniversary on the NBC Television Network Sunday, Nov. 11 with an interview with a guest who appeared on the first NEC-TV "Meet the Press" Nov. 6, 1947.

The guest will be James A. Farley, former Postmaster General under President Roosevelt and one of the outstanding chairmen of the Democratic National Committee of this century.

He was interviewed on the first televised "Meet the Press" in 1947 for his analysis of the election returns as he will be again on Nov. 11.

After a decade-and-a-half on the air, "Meet the Press" is today the oldest regular network television series; it is broadcast live (with rare exception) and in color every Sunday at 6 p.m. NYT -- usually from the NBC-TV studios in Washington.

Each Sunday, between five and 10 million Americans watch the program. It has been filmed and recorded for rebroadcast in many nations of the free world: England, Germany, Austria, Australia, Belgium and Mexico. The program is also broadcast on the NBC Radio Network every Sunday at 6:30 p.m. NYT.

The program's format has remained simple and unchanged: a guest of national or international prominence is questioned by a panel of four newsmen.

(more)

The reporters' questions and the guests' answers have produced Monday-morning headlines week after week, year after year. Many of the program's news scoops have become a part of our recorded history.

Whittaker Chambers appeared on the program in 1948 and, for the first time without the protection of Congressional immunity, called Alger Hiss a Communist. The charge initiated a chain of events which led to Hiss' conviction for perjury.

In 1950, Thomas Dewey, then titular head of the Republican Party, appeared on "Meet the Press" and revealed his support for Eisenhower for the Presidency. This news break was one of the biggest ever to come from a radio or television program.

Adlai E. Stevenson was interviewed on the program in 1952 and his appearance is credited with beginning the drive that ended in his nomination for President by the Democrats. His campaign strategist, Jacob Arvey, said, "Were it not for 'Meet the Press,' Stevenson would never in my opinion have been considered as a candidate for the Presidency."

Senator Walter George, then powerful chairman of the Foreign Relations Committee, called for a meeting of heads of state "at the summit," as he put it. His plea sparked a series of events that resulted in the famed 1955 "summit" conference.

There was John Foster Dulles assuring a "Meet the Press" audience in 1950 with: "There are no Reds in the top ranks of the State Department." And in April of 1949 on a "Meet the Press" program, General Walter Bedell Smith revealed that the Russians had the atom bomb.

(more)

A list of "Meet the Press" guests reads like a page of current history: Jawaharlal Nehru, Fidel Castro, Richard M. Nixon, Joseph McCarthy, Robert Frost, Anastas Mikoyan, Robert A. Taft, Willy Brandt, Konrad Adenauer, Robert F. Kennedy, Henry Cabot Lodge, Adlai E. Stevenson, Herbert Hoover, Everett M. Dirksen, John L. Lewis, Anthony Eden, Habib Bourguiba, Pierre Mendes-France, Madame Chiang Kai-Shek, Mrs. Eleanor Roosevelt, Ayub Khan, Lyndon B. Johnson, Edgar F. Kaiser, Carl Sandburg, Mike Mansfield, Robert S. Kerr, Nelson A. Rockefeller, James R. Hoffa, George Meaney, Dr. Jonas E. Salk, Barry Goldwater, George Romney, Robert H. Welch Jr., and Dr. Paul Dudley White.

President Kennedy appeared on the program eight times before his election.

The guest list includes Republicans and Democrats, liberals and conservatives, spokesmen for labor and industry, segregationists and anti-segregationists, diplomats, heads of state, military leaders and philanthropists.

All have had a common denominator: they were all "in the news" at the time they appeared on the program.

"We recognized from the first that our job was to inform and one of the necessary elements for a successful program was a guest important in the news, the right time for him and challenging questions by an informed, responsible and fair panel of reporters. We have never varied from that formula."

This is the comment of Lawrence E. Spivak, who started the program on radio in 1945 with Martha Rountree. In 1953, he purchased her interest and has remained producer and regular panelist ever since. In 1955, he sold the program to NBC and continued as producer and panelist under a long-term contract.

(more)

"What a man says often is less important than how he says it, how he looks when he says it," Spivak says. "Each of our tele-cast press conferences has a single purpose: it seeks to contribute some additional understanding to our view about a man or an issue with which he is concerned."

During the past 15 years, "Meet the Press" has retained the admiration and respect of both its listening audience and the more than 500 guests who have appeared on the program.

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NBC-New York, 10/4/62

NBC TELEVISION NETWORK NEWS

October 4, 1962

'UPDATE,' WITH NEW FORMAT, STARTS SECOND SEASON OCT. 14

Robert Abernethy Continues as On-the-Air Editor
of NBC-TV Weekly News Program for Teenagers

"Update," NBC-TV's weekly news program produced especially for teenagers, returns for its second season Sunday, Oct. 14 (5-5:30 p.m. EDT) with a new streamlined format.

Robert Abernethy, 34, NBC News Washington correspondent, continues as the program's on-the-air editor.

As described by William P. Wilson, the series' new producer, each "Update" program will consist of three "filmed essays on current happenings in the world, particularly as they relate to the individual." Two of the "essays will present a new treatment of important news stories," Wilson said. The third will be a feature story. Abernethy will narrate each one.

Each program will open with a "lead story." This will be a detailed film report on a major news story, presenting its background, the reasons why it is important and what it means to the individual viewer.

The next segment will be the expanded feature story. The subjects being considered vary from loneliness in a big city to a Hudson River cruise of a boat crammed with folk singers and their followers, from touch football to the life of Spanish gypsies. Magnum Photos, whose staff includes such noted photographers as Henri Cartier-Bresson, Cornell Capa and Ernst Haas, will be among the sources called upon to film these features.

(more)

An "update" story on an important news event that might have been covered previously on the program and which is still making news will complete each "Update" broadcast.

"Update" is a presentation of NBC News and Public Affairs and will originate from New York. George A. Heinemann, Manager of NBC Public Affairs, is executive producer.

Wilson last season produced "The Vanishing 400" and "Debutante '62," two full-hour NBC News specials on society in America. Before joining NBC News, he was executive producer for all of President Kennedy's pre-election television programs.

Don McDonough continues as director of "Update." Feature story editor will be Robert Goldman whose TV credits include the writing of two "Theatre '62" NBC specials, producing "The Seven Lively Arts" series and serving as associate producer of "Playhouse 90." He was also co-author of the books and lyrics for the 1959 Broadway musical "First Impressions."

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NBC-New York, 10/4/62

CREDITS FOR 'UPDATE' ON NBC-TV

Time: NBC-TV Network, Sundays (5-5:30 p.m. NYT).
Second season starts Oct. 14, 1962

On-the-air Editor: Robert Abernethy, NBC News' Washington
correspondent.

Original Starting Date: Sept. 16, 1961.

Format: A weekly television news program produced
by NBC News and Public Affairs
especially for junior and senior
high school students. The program
accents the "how" and "why" of major
news events to give students a clear
understanding of national and inter-
national affairs. In the series'
new format, each program consists
of three filmed "essays": the lead
story, a detailed report on a major
news story; a feature story, a light
report on an interesting aspect of
life today; and the "update" story
on an important news event which
might have been covered previously
but which is still making news.

Executive Producer: George A. Heinemann

Producer: William P. Wilson

Director: Don McDonough

Feature Story Editor: Robert Goldman

Unit Manager: Hugh Branigan

Origination: NBC-TV's New York studios

NBC Press Representative: Stan Appenzeller
-----o----- NBC-New York, 10/4/62

CREDITS FOR WORLD SERIES COVERAGE ON NBC-TV (IN COLOR)

AND NBC RADIO NETWORKS

Summary:

NBC-TV and Radio coverage of all games of 1962 World Series between San Francisco Giants and New York Yankees (starting Thursday, Oct. 4, at Candlestick Park, San Francisco). All games will be televised in color. Five color TV cameras will be used for games in both San Francisco and New York. This is 16th straight year that NBC-TV has televised the World Series and fourth consecutive year for full color coverage. It is the sixth straight year that NBC Radio is broadcasting the Series.

Schedule:

Games 1 and 2 at Candlestick Park, San Francisco, on Oct. 4 and 5.

Games 3, 4 and (if necessary) 5 at Yankee Stadium, New York, on Oct. 7, 8 and 9.

Games 6 and 7 (if necessary) in San Francisco on Oct. 11 and 12.

Air Times:

2:45 p.m. EDT (11:45 a.m. PDT) for San Francisco games. New York games at 1:45 p.m. EDT on Sunday, Oct. 7, and 12:45 p.m. EDT on Oct. 8 and 9. All air times are 15 minutes before game time.

TV Commentators:

Mel Allen and Russ Hodges.

Radio Commentators:

Joe Garagiola and George Kell.

(more)

2 - Credits for World Series Coverage

TV Producer: Perry Smith.

TV Director: Harry Coyle.

Radio Producers: Hal Ashby (for San Francisco games) and
Len Dillon (for New York games).

Sponsors (and Agencies): Chrysler Corporation (Leo Burnett
Company Inc.) and Gillette Safety Razor
Company (Maxon Inc.)

NBC Press representative: Bob Goldwater (New York).

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NBC-New York, 10/4/62

CREDITS FOR 'WORLD SERIES SPOTLIGHT' ON NBC-TV

Host: Bob Wolff.

Format: 15-minute color show on NBC-TV preceding each game of World Series, with baseball personalities as guests to give their views on the game coming up. Filmed highlights of the game the day before will be shown after the first day.

Time: 2:30 p.m. EDT for games in San Francisco; 1:30 p.m. EDT for Oct. 7 game in New York, and 12:30 p.m. EDT for Oct. 8 and 9 games in New York.

Origination: Taped each morning of a Series game in city where that day's game is being played.

Packager: Tel Ra Productions.

Producer: Dan Wise.

Director: Conley Benfield.

Writers: Ron Kentrus and Jon Hilson.

Sponsors (and Agencies): General Mills Inc. (Knox Reeves Advertising Inc.) and American Tobacco Company (Sullivan, Stauffer, Colwell & Bayles Inc.).

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NBC-New York, 10/4/62

LIBRARY OF CONGRESS TO GET PRINT OF 'ORDEAL OF WOODROW WILSON'

The Library of Congress is acquiring a print of the NBC Special Projects production of "The Ordeal of Woodrow Wilson -- A Personal Memoir by Herbert Hoover" for its permanent film archives in Washington, D. C. At Mr. Hoover's request, the NBC unit also is giving a print to the Herbert Hoover Presidential Library at West Branch, Iowa. The program was broadcast on NBC-TV Sept. 25.

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DR. THOMAS E. COFFIN DISCUSSES 'BASIC MEDIA RESEARCH'

Dr. Thomas E. Coffin, Director of Research, National Broadcasting Company, today (Oct. 4) addressed the Chicago chapter of the American Marketing Association at a luncheon-seminar in that city. His topic was "Basic Media Research: Failure and Promise."

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NBC-New York, 10/4/62

CAST AND CREDITS FOR 'THE BETRAYAL,' DRAMA IN COLOR
ON 'DU PONT SHOW OF THE WEEK' SUNDAY, OCT. 21

Title: "The Betrayal" on "Du Pont Show of the Week"

Date and time: NBC-TV color broadcast Sunday, Oct. 21
(10 to 11 p.m. EDT).

Starring: Maureen Stapleton, Margaret O'Brien, Burt
Brinckerhoff, John Abbott and Blanche
Yurka

Special guest star: Franchot Tone

Produced by Lewis Freedman

Director: Jack Smight

Written by Ernest Pendrell

Based on A novel, "Under Western Eyes," by Joseph
Conrad

Associate producer: Jim Ambandos

Unit manager: Budd Wilds

Production associate: Wendy Sanford

Scenic designer: Robert Wightman

Costumes by John Boxer

Make-up: Robert Phillippe

Music selection: Phebe Haas

Graphic arts: Stas Pyka

Lighting: Alan Posage

Video: Mahlon Fox

Stage managers: Sam Kirshman and Fred Lights

Origination: NBC Color Studios, Brooklyn, N. Y., on
color tape

* * *

(more)

2 - Credits for 'The Betrayal'

Sponsor: The Du Pont Company
Agency: Batten, Barton, Durstine & Osborn Inc.
NBC Press representatives: Charlie Gregg, New York, and Bill Kiley,
Burbank

* * *

THE CAST

The Inspector.....Franchot Tone
Prof. Gretchen Thaelman.....Maureen Stapleton
Elsa Thaelman.....Margaret O'Brien
Carl Richter.....Burt Brinckerhoff
The General.....John Abbott
The Landlady.....Blanche Yurka
Richard Thaelman.....John Alderman
Huberman.....Bruce Glover
Muller.....Brandon Maggart
The Cafe Boy.....Alan Alda
The Colonel.....Otto Simanek
The Cafe Girl.....Carol Gustafson

* * *

THE STORY

In contemporary East Berlin, a colonel (Otto Simanek) of the East German Peoples Police is assassinated by Richard Thaelman (John Alderman). Thaelman flees to the apartment of a young non-political student, Carl Richter (Burt Brinckerhoff), who believes that "...what all men are really after is some form or perhaps some formula of peace." Under threat of torture and death, Richter must choose between betraying Thaelman, the young underground hero, who has exploded his private and secure world -- or protecting him, at the risk of his own life.

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NBC-New York, 10/4/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

MARION STEPHENSON ELECTED FIRST WOMAN VICE PRESIDENT IN NBC HISTORY

Her Post Is Vice President, Administration, NBC Radio Network

FOR RELEASE MONDAY, A.M., OCT. 8

Miss Marion Stephenson has been elected the first woman Vice President in the history of the National Broadcasting Company, it was announced today by Robert W. Sarnoff, Chairman of the Board of NBC. Miss Stephenson was elected Vice President, Administration, NBC Radio Network.

In her new post, Miss Stephenson will have reporting to her NBC Radio Network's business affairs activities, headed by Herbert Brotz, Director, and Sales Service and Traffic, headed by Ludwig Simmel, Manager.

Miss Stephenson has been Director of Business Affairs for the NBC Radio Network since 1959. She came to NBC in 1944 as a budget clerk in the advertising and promotion department. After serving in the NBC Radio Network comptroller's department, she became budget manager of the network in 1954. Two years later she was named senior operations analyst in the staff budget financial evaluation department. Before coming to NBC, Miss Stephenson was on the accounting staff of Standard Oil Company of New Jersey.

She was graduated from Antioch College in 1943 and earned a master's degree in 1948 from New York University School of Business, where she received the Marcus-Nadler Award for excellence in finance. She lives in Bronxville, N. Y.

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NBC TELEVISION NETWORK NEWS

SEASON'S PREMIERE

EUROPEAN COMMON MARKET AND ROME'S ECUMENICAL COUNCIL AMONG TOPICS
AS "THIS IS NBC NEWS" STARTS ITS NEW SEASON SUNDAY, OCT. 14

The European Common Market, the opening of the Ecumenical Council, and a "human management room" where Japanese workers can "let off steam," will be the subjects of film reports by NBC News correspondents on "This Is NBC News" Sunday, Oct. 14 (4:30-5 p.m. EDT), when the weekly news program begins its 1962-63 season.

Ray Scherer, NBC News White House correspondent, continues as host of the program, which each week will present film reports and features by NBC News correspondents around the world. Scherer will open each program with a rundown of the latest news.

With representatives of the six Common Market nations negotiating in Brussels with England and other countries over membership in the market, "This Is NBC News" will present a film report from that Belgian city by NBC News' Bernard Frizell. In addition, Joseph C. Harsch, NBC News' Senior European correspondent, will report from England on the opposition by the Labor Party and other groups to that country's entry into the Common Market.

From Rome, NBC News' Irving R. Levine will report on the Ecumenical Council of the Roman Catholic Church, which opens in the Vatican on Oct. 11. The council is to bring together in Rome the entire hierarchy of the Roman Catholic Church. Protestant reaction to the council's discussions will be reported by NBC News' Robert Croon in Geneva, who will interview officials of the World Council of Churches at the group's headquarters. (more)

In a humorous feature, NBC News' correspondent John Rich will report on a "human management room" recently opened by a large Tokyo manufacturing plant where employees can relax and let off steam. Among such usual equipment as vibrating chairs and a putting range, the room also contains punching bags and dummies (which look like the boss) that the employees can punch and hit.

"This Is NBC News" will originate from NBC News' Washington studios.

William B. Monroe Jr., Director of NBC News in Washington, is executive producer of the program. Robert Asman is the producer and Ralph Peterson the director.

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NBC-New York, 10/5/62

NBC TELEVISION NETWORK NEWS

SEASON'S PREMIERE

'UPDATE' TO REPORT ON GROWTH OF DEMOCRACY, ELECTIONEERING,
DIVIDED BERLIN AND AN AMERICAN DANCER IN RUSSIA

Electioneering and the growth of representative democracy, a feature on a teenage American girl who has grown up in Russia, and a background story on divided Berlin will be the subjects for the first "Update" program of the new season Sunday, Oct. 14 (5-5:30 p.m. EDT).

Robert Abernethy, NBC News Washington correspondent, is on-the-air editor of "Update," a weekly news program for teenagers.

With the 1962 elections less than a month away, "Update's" lead story will be on the growth of representative democracy from ancient Greek times to the present. Abernethy will examine democracy's continuous advance, even in recent times, with women suffrage and current re-apportionment.

Some of the "extra" things candidates do while campaigning -- such as kissing babies, shaking hands with almost everyone, everywhere, and eating varied foods in varied places -- will also be covered.

Anastasia Stevens, 19, the first American girl to dance with the Bolshoi Ballet in Moscow, will be the subject of the week's filmed feature story. Anastasia is the daughter of an American correspondent in Moscow. Though she was born in the United States, she has spent most of her life in Russia. Some of her typical activities in the Russian capital will be shown.

The Berlin situation will be examined in the "update" section of the program. Abernethy will explain how the city came to be divided after World War II, the trouble which led to the building of the Berlin Wall and its aftermath, and what the city means to all Americans.

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NBC-New York, 10/5/62

14 CANDIDATES IN STATE GOVERNOR AND U.S. SENATE RACES
WILL APPEAR ON 'TODAY' FOR SEPARATE TALKS ON ISSUES

The gubernatorial candidates in the California, Michigan, Texas and Pennsylvania races and the candidates for U. S. Senate in Connecticut, Kentucky and Colorado will appear on NBC-TV's "Today" in its series of special pre-election reports on campaigns of national interest.

The 14 candidates will discuss the major issues in their campaigns in separate interviews with NBC News Washington correspondent Martin Agronsky at the studios of the NBC-TV affiliate in their respective states.

In addition, the New York gubernatorial and Massachusetts senatorial contests will be covered on "Today" with films of the candidates as they present the issues in the course of their campaigning. Agronsky will also be on hand to discuss these campaigns.

Agronsky will conclude each report with the predictions of the local political experts as to the outcome of the contest.

The series of special reports will be presented during the 7:30-8 a.m. NYT segment of "Today" (Monday through Friday, 7-9 a.m. NYT) starting Oct. 15.

Following are the candidates and the dates on which they will be seen on "Today":

Monday, Oct. 15 -- Texas gubernatorial candidates John B. Connally (D.) and Jack Cox (R.).

Wednesday, Oct. 17 -- Kentucky senatorial candidates Thruston B. Morton (R.), the incumbent, and Wilson Wyatt (D.).

(more)

Friday, Oct. 19 -- Michigan gubernatorial candidates John B. Swainson (D.) the incumbent, and George B. Romney (R.).

Tuesday, Oct. 23 -- Colorado senatorial candidates John A. Carroll (D.), the incumbent, and Congressman Peter H. Dominick (R.).

Wednesday, Oct. 24 -- Pennsylvania gubernatorial candidates Richard Dilworth (D.) and Congressman William W. Scranton (R.).

Friday, Oct. 26 -- Connecticut senatorial candidates Abraham Ribicoff (D.) and Horace Seely-Brown Jr. (R.).

Monday, Oct. 29 -- Film reports on New York gubernatorial candidates Nelson A. Rockefeller (R.), the incumbent, and Robert M. Morgenthau (D.).

Wednesday, Oct. 31 -- Film reports on Massachusetts senatorial candidates Edward M. Kennedy (D.) and George Cabot Lodge (R.).

Friday, Nov. 2 -- California gubernatorial candidates Edmund G. (Pat) Brown (D.), the incumbent, and former Vice President Richard M. Nixon (R.).

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NBC-New York, 10/5/62

NBC RADIO NETWORK NEWS

October 5, 1962

LINCOLN GORDON, UNITED STATES AMBASSADOR TO BRAZIL, IS GUEST PANELIST ON HIS MOTHER'S NBC RADIO SERIES: "THE DOROTHY GORDON YOUTH FORUM"

Lincoln Gordon, United States ambassador to Brazil, is guest panelist on his mother's NBC Radio series -- the "Dorothy Gordon Youth Forum" -- Sunday, Oct. 14 (network except WNBC, 2:05 p.m. EDT; WNBC only, 10:35 a.m. EDT).

He joins a group of Brazilian students in discussion of "Latin America and the Alliance for Progress." The program was tape-recorded in Rio de Janeiro.

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NBC COLOR TELEVISION NEWS



October 5, 1962

DINAH SHORE STARTS 3-WEEK ENGAGEMENT
AT LAS VEGAS' RIVIERA, SPOT THAT
INSPIRED HER 'ONE-WOMAN' TV SHOW

Dinah Shore, whose one-woman performance will be presented as the 1962-63 premiere color broadcast of NBC-TV's "The Dinah Shore Show" Sunday, Oct. 14 (10-11 p.m. EDT), opened a three-week engagement at the Riviera Hotel in Las Vegas today (Oct. 5.).

It was at the Riviera earlier this year (March 23) that Dinah made her first solo nightclub appearance. Enthusiastic critical notices influenced her decision to re-create the show for her TV audience. One June 6 she returned to the Riviera for a single night to stage her final "rehearsal" for the NBC-TV special she taped several days later.

When Dinah returns to Burbank from Las Vegas at the end of October, she will begin rehearsals immediately for her second special of the season. Guests will be announced. She will present nine once-a-month full-hour programs from October through May under the full sponsorship of S&H Green Stamps.

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NBC TELEVISION NETWORK NEWS

October 5, 1962

'TRUTH OR CONSEQUENCES,' STUNT SHOW WITH ACCENT ON COMEDY,
NOW IN ITS NINTH SEASON ON NBC-TV NETWORK

"Truth or Consequences," the fun-filled stunt show with the comic questions, the farcical penalties for incorrect answers and a quick-witted emcee named Bob Barker, is now in its ninth season on NBC-TV (Monday through Friday, 12:30-12:55 p.m. EDT).

The "consequences" on this audience-participation show range from relatively simple parlor game forfeits to elaborate stunts. A young lady from the studio audience might be required to dance blind-folded with three different partners, then attempt to describe each one. Or a couple might be whisked off on a motorscoter trip across the United States.

Contestants perhaps find their dignity in momentary jeopardy at times, but the penalties they are asked to perform are accepted in the spirit of good fun and they are rewarded with valuable prizes. Over the years the more than 5,000 pranks, gag-stunts and forfeits have brought extensive newspaper, magazine and public attention to this long-running show.

"Truth or Consequences" started as a radio show on NBC Aug. 17, 1940, with Ralph Edwards as master of ceremonies. On May 18, 1954, after enjoying 14 popular years on radio, the program bowed on NBC-TV in prime time. Jack Bailey took over as emcee during the 1955-56 season. On Dec. 31, 1956, the show became a Monday-through-Friday daytime feature on NBC-TV with handsome Bob Barker as host.

(more)

2 - 'Truth or Consequences'

"T or C" is the only TV and radio program with a city named after it. In an unusual tribute to the show's creator, Ralph Edwards, and to the popularity and influence of the program, the town of Hot Springs, N. M., in 1950 voted to change its name officially to Truth or Consequences. Each year since then, Edwards and the "T or C" production staff have returned to the town for the annual Ralph Edwards Fiesta.

With its flexible format, a typical "Truth or Consequences" program may include a sentimental reunion, a zany stunt and a glamorous guest star. (Top personalities appear occasionally and participate in the stunts.)

Contestants are chosen by Barker in a warm-up before the show. The questions usually are wacky riddles with a funny connotation. Typical of those created by the "T or C" staff:

What is a bulldozer? (A sleepy bull).

What did Eli Whitney say to his wife? (Get your cotton-pickin' fingers out of my gin).

Is it any wonder that so many contestants have to "pay the consequences?" (While winning big prizes, too).

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NBC-New York, 10/5/62

CREDITS FOR 'TRUTH OR CONSEQUENCES' ON NBC-TV

Program: "Truth or Consequences"

Date and Time: NBC-TV, Monday-through-Friday (12:30 to
12:55 p.m. NYT)

Format: Audience-participation show with comedy-
stunt "consequences."

Background: This pioneer audience-participation show
began on NBC Radio Network Aug. 17,
1940. Ralph Edwards was emcee for
14 years on radio and one year on TV.
Premiered on NBC-TV Network May 18,
1954.

Star-Emcee: Bob Barker

Executive Producer: Ralph Edwards

Producer: Edwin Bailey

Associate Producers: Charles Lyon and Dresser Dahlstead

Director: Bob Lehman

Asst. to Edwin Bailey: Barbara Fleming

Script Supervisor: Marilyn Hohmann

Unit Manager: William S. Palmerston

Announcer: Charles Lyon

Music Director: Don Isham

Production: A Ralph Edwards Production

Origination: NBC-TV Studios, Burbank

Sponsors: Various

NBC Press representatives: Jane Ober, Burbank; Alan Patureau,
New York

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NBC-New York, 10/5/62

GEORGIA PACIFIC PLYWOOD, IN FIRST NETWORK TV BUY, PURCHASES WEEKLY PARTICIPATION IN NBC-TV'S SPORTS INTERNATIONAL WITH BUD PALMER," AND ONE-FOURTH SPONSORSHIP OF SUGAR AND SENIOR BOWL GAME COVERAGE

Georgia Pacific Plywood Corporation, Portland, Ore., making its first network television buy, purchased weekly participation in NBC-TV's "Sports International with Bud Palmer" and one-quarter sponsorship of NBC-TV's coverage of the Sugar Bowl and Senior Bowl football games, it was announced today by Richard McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

"Sports International with Bud Palmer," a 90-minute sports variety series in color, will present out-of-the-ordinary championship sports events from sports capitals of the world. The program will be broadcast on the NBC-TV Network Saturday, 3:30-5 p.m. NYT, starting Jan. 12, 1963.

NBC-TV's coverage of the Sugar Bowl football game on New Year's Day in New Orleans will begin at 1:45 p.m. NYT. The Senior Bowl Game coverage begins at 2 p.m. NYT, Saturday, Jan. 5, in Mobile, Ala.

Robert O. Lee, Georgia Pacific's public relations and advertising director, said "television's ability to present our products and their uses in color and action to the potential consumer in the comfort of his home has interested us for some time. We have been awaiting the chance to secure a series of programs which have a sparkle and news interest...Now we have been able to purchase a group of shows which meet the standard we had set up."

The Georgia Pacific order was placed through McCann-Erickson, Inc.

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NBC-New York, 10/8/62

NBC COLOR TELEVISION NEWS



October 8, 1962

TEACHER'S GUIDES FOR CLASSROOM PROJECTS RELATING TO NBC-TV'S
"EXPLORING," EDUCATIONAL SERIES FOR CHILDREN, ARE MAILED
TO PRINCIPALS OF 70,000 ELEMENTARY SCHOOLS IN U.S.

Teacher's Guides suggesting classroom projects relating to the material presented on NBC-TV's "Exploring," the new educational series for children five to 11 years old, have been mailed to the principals of 70,000 elementary schools -- a vast majority of the public, parochial and private schools in the United States.

Upon request, NBC will furnish the schools with any desired quantity of these helpful teaching aids.

"Exploring" will be broadcast in color on Saturdays from 12:30 to 1:30 p.m. NYT, beginning Oct. 13. The program is designed to stimulate the young viewers' interest in five major areas of learning: language, music, mathematics, social studies and science.

The Guides will be mailed well in advance of the air dates, so that teachers will have ample opportunity to plan coordinated activities. The first Guide covers the Oct. 13 premiere program and the second program on Oct. 20. The second Guide and most of the following ones will cover three programs.

The Guides are being prepared by a professional educator under supervision of Craig Fisher, producer of "Exploring," and Edward Stanley, Director of Public Affairs, NBC News.

(more)

A Guide will cover each segment of each television program, setting forth the topic and the aim of that segment, presenting a synopsis of its material, giving before-viewing and after-viewing teaching suggestions, listing suggested activities, and including a bibliography of reference books.

For example, in the mathematics section of the Guide for the Oct. 20 program, the topic is the history of numbers and the aim is: "To show how and why men first began to write numbers. To show how and why we use a base of 10." The synopsis is: "Animation tells the history of numbers from primitive times, and discusses Babylonian and Arab systems, as well as the numbers we use today."

The paragraphs containing teaching suggestions before viewing and after viewing ask such questions as "When did men first discover they needed to keep a record of things they counted?" and "How did the Romans improve upon the Egyptians' numbers?" Each question is followed by its answer.

Suggested activities include making a notching stick calendar and keeping a record of the month's days on it, making a paper plate clock and putting Roman numerals on it, and starting a scrap-book of pictures of things that were first invented long ago.

In some cases, different activities are suggested for early grades and intermediate grades.

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NBC-New York, 10/8/62

NBC COLOR TELEVISION NEWS



October 8, 1962

DOUGLAS FAIRBANKS, GREER GARSON AND LOIS NETTLETON TO STAR
IN 'THE SHADOWED AFFAIR,' ORIGINAL LOVE STORY IN COLOR
ON 'DU PONT SHOW OF THE WEEK' SUNDAY, NOV. 4

Douglas Fairbanks, Greer Garson and Lois Nettleton will star in "The Shadowed Affair" -- an original Michael Dyne love story set against a strange and gripping background -- to be broadcast in color Sunday, Nov. 4 (10-11 p.m. EST) on NBC-TV's "Du Pont Show of the Week."

"The Shadowed Affair" will be directed by Fielder Cook (for his Directors Company) and produced by Jacqueline Babbin, with Jan Scott as scenic designer and Robert Hopkins as associate director. The broadcast will be color taped Oct. 17 in NBC's Brooklyn, N. Y., color studios.

The focal characters of "The Shadowed Affair" are a sequestered Nobel Prize-winning novelist, Hans Harben (Fairbanks); a young magazine reporter, Jennifer Graham (Miss Nettleton), who comes to interview him, and Juliette (Miss Garson), the novelist's emotionally disturbed wife. The storyline centers around the strange bond that links Harben with his psychotic wife -- despite this woman's willingness to throw her husband at pretty girls.

Michael Dyne's many writing credits include original teleplays for "Philco Playhouse," "Studio One," "Du Pont Show of the Month," "Robert Montgomery Presents" and "Twilight Zone."

(more)

Douglas Fairbanks is a distinguished stage, screen and television actor whose many motion picture credits include "Outward Bound," "Accused," "The Prisoner of Zenda" and "The Exile." On the London, Manchester and New York stage, he has starred in such hit productions as "Saturday's Children," "Stephen Steps Out," "Young Woodley" and "The Winding Journey." He was producer, host and occasional star of NBC-TV's "Douglas Fairbanks Presents" anthology series during 1953-59.

Greer Garson, who won an Academy Award for her film portrayal of "Mrs. Miniver," was last seen on NBC-TV in "Captain Brassbound's Conversion" on "Hallmark Hall of Fame." Her many other movie credits include "Goodbye Mr. Chips," "Mme. Curie," "Pride and Prejudice" and "Sunrise at Campobello," in which she drew critical acclaim for her portrayal of Mrs. Franklin Delano Roosevelt.

Lois Nettleton has starred on Broadway in "God and Kate Murphy" and "Silent Night, Lonely Night." Her many TV credits include "Great Ghost Tales," "Frontiers of Faith," "Kraft Mystery Theatre" and "True Story." She was nominated for an Emmy Award for her dual portrayal of Laura Fairlie and Ann Catheric in "The Woman in White" on NBC-TV's "Dow Hour of Great Mysteries."

"Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc.

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NBC-New York, 10/8/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

October 8, 1962

START OF ECUMENICAL COUNCIL IN ROME TO BE FILMED FOR BROADCAST
ON NBC-TV VIA TELSTAR ON OPENING DAY, OCT. 11

NBC News will present special TV coverage of the opening of the Ecumenical Council in Rome Thursday, Oct. 11, with film transmitted via the Telstar communications satellite.

The program, from 9 a.m. to 9:30 a.m. EDT Thursday, will originate in New York with news correspondent Merrill Mueller as anchorman.

A 20-minute package of film on the Council activities will be sent via Telstar to the U. S. by Radiotelevisione Italiana, the Italian TV Network. NBC News' Rome correspondent, Irving R. Levine, will narrate the films.

The communications satellite will be in position to transmit the signal from Europe between 8:44 a.m. and 9:15 a.m. EDT. The special NBC News coverage will be produced by James Kitchell.

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October 8, 1962

FAST LOOKING NECESSARY TO SPOT MITCH MILLER'S MYSTERY GUESTS

Mitch Miller has consented to reveal the names but not the dates for appearances of mystery guests on "Sing Along with Mitch" (NBC-TV Network color broadcasts, Fridays, 8:30 to 9:30 p.m. NYT).

Jim Backus, William Bendix, Red Buttons, Xavier Cugat, Chet Huntley, Jack E. Leonard, Sam Levenson, Hal March, Basil Rathbone and Cyril Ritchard are among the celebrities who will appear briefly on-camera during the shows.

"Unannounced, they will merely blend in with the gang," Mitch said. "It's completely up to the viewers to spot and identify the mystery guests. They'll have to be quick because each guest will be on the screen for only a few seconds."

October 9, 1962

LIBBY McNEIL & LIBBY PURCHASE OF ONE-SIXTH SPONSORSHIP MAKES
NBC-TV'S COVERAGE OF 1962 ELECTIONS COMPLETELY SOLD

With the purchase of one-sixth sponsorship by Libby, McNeil & Libby, NBC-TV's coverage of the 1962 elections is completely sold, it was announced today by John M. Otter, Vice President, NBC Television Network National Sales.

NBC-TV's coverage of the election begins at 7 p.m. EST on Tuesday, Nov. 6, and will feature Chet Huntley and David Brinkley and a special NBC News staff of about 1,000.

Libby, McNeil & Libby joins the Purex Corporation, Lincoln-Mercury Division of Ford Motor Company, Lipton Tea, Block Drug Company and Carter Products Inc. as sponsors of NBC-TV's election coverage.

NBC-TV's coverage of the 1960 Presidential election, which featured Huntley and Brinkley, was viewed by a larger audience than that of the other two networks combined.

The Libby, McNeil & Libby order was placed through J. Walter Thompson Co.

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October 9, 1962

'THE MATCH GAME,' GOODSON-TODMAN SHOW IN WHICH PLAYERS TRY
MATCHING WITS IN POKER-PLAYER STYLE, WILL BE NBC-TV
MONDAY-THROUGH-FRIDAY DAYTIME SERIES IN 1963

"The Match Game," a new Goodson-Todman game show in which audience participants and celebrities try to match their minds like a poker player matches cards, will premiere in January, 1963, as a Monday-through-Friday daytime feature on NBC-TV in the 4-4:30 p.m. EST time period.

The new series was announced today by Mort Werner, Vice President, Programs, NBC Television Network. Sponsorship will be by various advertisers.

A master of ceremonies and production staff will be announced shortly for the program, which will originate in NBC-TV's New York studios. "The Match Game" becomes the eighth game show now being produced by Mark Goodson and Bill Todman. Others on NBC-TV are "The Price Is Right," "Play Your Hunch" and "Say When."

"The Match Game" mixes exciting elements of mental telepathy and chance. The game is played by two opposing teams, made up of three players each -- one celebrity and two teammates selected from the studio audience. Their goal: To match each other's answers to a given question in a category they have chosen.

(more)

2 - 'The Match Game'

For example, "The Match Game" panel might be asked to name a President whose likeness appears on a U. S. monetary coin. If all three members of one team answer "Washington" (or "Lincoln," etc.), and only two members of the other team pick a "Jefferson" (etc.), team No. 1 wins the round.

"Make Room for Daddy," will move to the 4:30-5 p.m. EST time slot Mondays through Fridays when "The Match Game" debuts in the 4 p.m. period.

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NBC-New York, 10/9/62

NBC COLOR TELEVISION NEWS



October 9, 1962

SECOND VATICAN COUNCIL TO BE SUBJECT OF NBC NEWS SPECIAL
FILMED IN COLOR IN THE VATICAN AND ROME

The forthcoming Second Vatican Council, regarded by Roman Catholics as the most important meeting of church leaders in centuries, will be the subject of an NBC News special to be filmed in color wholly in the Vatican and the city of Rome.

Filming by the network's European production crew, headed by George Vicas, started Oct. 4 and will continue for two weeks. The program will be broadcast by the NBC-TV Network Tuesday, Oct. 30 from 10:30 to 11 p.m. EST, with NBC News correspondent Irving R. Levine as reporter.

Pope John XXIII will open the Second Vatican Council (known also as the Ecumenical Council) in Rome on Oct. 11. It will cover a wide range of ecclesiastical matters ranging from doctrine to Christian unity. The sessions will run from Oct. 11 to mid-December, and from shortly after Easter (April 14, 1963) to mid-June. Official delegate-observers representing most of the major Protestant bodies will attend the Rome gathering.

In addition to the opening of the Council in St. Peter's Basilica, sound-film cameras will cover the general setting in Rome and the Vatican, the behind-the-scenes activities which go into the organization of the Council, the arrival of delegates from all parts of

(more)

2 - Second Vatican Council

the world, the housing of the delegates in monasteries, homes and hotels, and their working agenda.

In interviews with leading churchmen, the program will cover the purpose of the Council, its meaning to the Catholic Church, to non-Catholics and Americans, as well as the results that can be expected from it and the possibility for unity of Christian churches.

Paintings and other works of art in the Vatican Library, filmed in such a way as to give a sense of movement, will provide historical background on earlier Church councils and perspective for the coming one. (The Second Vatican Council will be the 21st Ecumenical Council. The first Ecumenical Council was held in 325 at Nicea, and the First Vatican Council in 1869-70. Ecumenical means universal, specifically pertaining to the Christian church throughout the world, and the coming Council will be the most inclusive that has ever been held).

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NBC-New York, 10/9/62



NBC COLOR TELEVISION NEWS

October 10, 1962

'THE 44TH NATIONAL AUTOMOBILE SHOW,' NBC NEWS COLOR TELEVISION SPECIAL
WITH CHET HUNTLEY, HUGH DOWNS, MERRILL MUELLER AND PAT FONTAINE,
WILL ORIGINATE IN DETROIT OCT. 21; SPONSOR IS REYNOLDS METALS

NBC News correspondents Chet Huntley and Merrill Mueller,
"Today" host Hugh Downs and "Today Girl" Pat Fontaine will take
viewers on a tour of the 44th National Automobile Show at Detroit's
new Cobo Hall for a look at the 1963 cars and other advances in the
auto industry during a special full-hour color program Sunday, Oct. 21
on the NBC-TV Network (6-7 p.m. EDT).

"The 44th National Automobile Show" will be a presentation
of NBC News. It will be produced by Robert Northshield and directed
by Jim Kitchell. Carl Lindemann Jr., Vice President, Special Projects,
NBC News, will be executive producer. The program will be sponsored
by Reynolds Metals Company through Lennen & Newell Inc., New York,
and Clinton E. Frank Inc., Chicago.

The National Automobile Show, which is under the sponsorship
of the Automobile Manufacturers Association, traditionally captures
the glamour and excitement that surrounds the showing of the new car
models.

The theme of this year's show is "America Drives Ahead." All
the new U. S. passenger cars and most of the new truck models will
be on display together for the first time in some 22 exhibits in the

(more)

2 - '44th National Automobile Show'

new seven-acre exposition hall. Each automotive company has been allocated more space to exhibit its products than ever before.

In addition to presenting next year's cars and trucks, there will be educational exhibits on vehicle safety and problems of air pollution. Designs and prospects for future automobiles and industry technical advances also will be shown.

The National Automobile Show is one of the traditions of U. S. industry, having started in January of 1900 at New York's old Madison Square Garden. It is the opening event of the new model year in which it is held. In October, 1960, the 43rd National Automobile Show opened as the dedication event for Detroit's new Cobo Hall exhibition center and was attended by 1,400,000 visitors in a 10-day period.

The 44th show this year will be open to the public from Oct. 20-28.

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NBC-New York, 10/10/62

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For November, 1962 (All Times EST)

Thursday and Friday, Nov. 1 and 2

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Thursday, Nov. 1

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Nov. 2

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Nov. 3

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies": "Beneath the 12-Mile Reef"

(more)

2 - NBC-TV Network November Color Schedule

Sunday, Nov. 4

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week": "The Shadowed Affair,"

with Douglas Fairbanks and Greer Garson.

Monday through Friday, Nov. 5-9

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

(except Tuesday, Nov. 6, when it will be pre-empted by NBC-TV's
election coverage)

Monday, Nov. 5

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"

Wednesday, Nov. 7

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 8

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Nov. 9

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Program"

(more)

3 - NBC-TV Network November Color Schedule

Saturday, Nov. 10

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring"

8:30-9 p.m. -- "The New Joey Bishop Show"

Sunday, Nov. 11

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "The Danny Kaye Show"

10-11 p.m. -- "The Dinah Shore Show"

Monday through Friday, Nov. 12-16

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Monday, Nov. 12

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, Nov. 13

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Nov. 14

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

(more)

Thursday, Nov. 15

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Nov. 16

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Nov. 17

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies": "White Witch Doctor"

Sunday, Nov. 18

2:30-4:30 p.m.-- NBC Opera Company: "Boris Godunov" (Repeat)

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday and Tuesday, Nov. 19 and 20

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Monday, Nov. 19

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"
(more)

Tuesday, Nov. 20

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Nov. 21

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

11:30-12 noon -- "Concentration"

12-12:30 p.m. -- "Your First Impression"

12:30-1 p.m. -- "Truth or Consequences"

2 p.m.-2:55 p.m. -- "The Merv Griffin Show"

3:30-4 p.m. -- "Young Dr. Malone"

7:30-9 p.m. -- "The Virginian"

9 p.m.-10 p.m. -- "Perry Como's Kraft Music Hall"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Thursday, Nov. 22

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10 a.m.-12 noon -- "Macy's Thanksgiving Day Parade and Circus"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

5:30-6:30 p.m. -- "The Pat Boone Thanksgiving Special"

7:30-8:30 p.m. -- "Bell Telephone Hour"

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Friday, Nov. 23

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

(more)

6. - NBC-TV Network November Color Schedule

Friday, Nov. 23 (Cont'd)

2-2:55 p.m. -- "The Merv Griffin Show"

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Program"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Saturday, Nov. 24

9:30-10 a.m. -- "The Ruff and Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring"

8:30-9 p.m. -- "The New Joey Bishop Show"

Sunday, Nov. 25

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday through Friday, Nov. 26-30

6:30-7 a.m. -- "Continental Classroom" - "American Government"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "Tonight Show Starring Johnny Carson"

Monday, Nov. 26

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, Nov. 27

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

(more)

7 - NBC-TV Network November Color Schedule

Wednesday, Nov. 28

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 29

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Nov. 30

7:30-8:30 p.m. -- "Shakespeare: Soul of an Age"

8:30-9:30 p.m. -- "Sing Along with Mitch"

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NBC-New York, 10/10/62

October 11, 1962

'THE TUNNEL,' 90-MINUTE NBC NEWS TV SPECIAL, WILL REVEAL
WEST BERLIN STUDENTS' PERILOUS TASK TO RESCUE
59 PERSONS FROM BEHIND THE WALL
- - -
Gulf Oil Corporation Will Sponsor Program

"The Tunnel," a special 90-minute NBC News documentary telling the story of a group of West Berlin students who dug a 450-foot underground passageway into East Berlin to rescue 59 men, women and children from behind the Wall, will be presented on the NBC Television Network Wednesday, Oct. 31 (7:30-9 p.m. EST). The program will be sponsored by the Gulf Oil Corporation.

William R. McAndrew, Executive Vice President, NBC News, who announced the program, said it would show the long, difficult, often dangerous work that went into the tunnel, which was equipped with electric lighting, a telephone line, ventilation and pumping systems and a rail-borne cart to remove the earth during the digging.

NBC News learned of the tunnel early last Summer when it had been under construction for about a month and had progressed some 60 feet toward the Wall. At the invitation of the students, NBC News assigned a film crew to cover the operation. The coverage was supervised by Reuven Frank, NBC News, assisted by Piers Anderton, NBC News correspondent in West Berlin, and Gary Stindt, Chief, NBC News Film, Central Europe.

NBC News covered the operation as closely as possible without compromising its secrecy and thus endangering the safety of the

(more)

tunnelers and those who hoped to escape. Among NBC Newsmen, the project was known only to the cameramen directly involved and to Julian Goodman, Vice President, NBC News, in addition to McAndrew, Frank, Anderton and Stindt.

SECURITY STRATEGY

As a security precaution, the project was never mentioned by the newsmen in telephone calls in or out of West Berlin, on the assumption that the Communists monitor these circuits as they pass through East Germany. To avoid drawing attention to the operation, producer Frank refrained from visiting West Berlin until the day before the expected breakthrough. During the three months of filming, he met with Anderton and Stindt elsewhere in Europe -- in London and in Paris.

The tunnel was conceived by two young Italians studying in West Berlin -- Dominico Sesta, an engineering student, and Luigi Spina, an art student. They planned it as an escape route for a close friend who wanted to leave East Berlin with his mother, his wife and his young child. Sesta and Spina were joined by other West Berlin students -- from the Berlin Technical University, the Free University of Berlin and the Academy of Fine Arts -- most of them with friends or relatives who wanted to escape from East Berlin.

The students had decided to start their tunnel in a heavily populated section rather than in one of the many open areas that line the Berlin Wall. For its entrance, they selected a spot inside a building on Bernauerstrasse, a street which runs along the Wall for about a mile. They managed to obtain a detailed plan of Berlin, which they used in laying out the route of the tunnel through the underground maze of sewer lines, water mains and utility cables.

(more)

At its entrance, the tunnel went down vertically about 15 feet, then leveled off in a shaft one yard wide and one yard high -- or, as Reuven Frank has pointed out, "not much roomier than a coffin." Only one of the students could dig at a time. He had to work lying on his back, bending forward to wield a shovel at the square yard of earth at the working face of the tunnel.

NBC NEWS CAMERAMAN FOLLOWED DIGGER

Once the film coverage had begun, the digger was frequently followed by NBC News cameraman Peter Dehmel, a 26-year-old West German, who volunteered to film the underground work. Dehmel lay on his back just behind the shovel-man, and filmed the digging by holding his camera on his shoulder and chest. He, in turn, was followed by his brother Klaus, lightman and assistant cameraman, who aimed his lights through the narrow space on either side of the camera.

The working space was so tight that Peter Dehmel could not use the normal 400-foot film magazine on his camera, but instead had to use a 100-foot magazine. This meant that he had to change magazines after every two-and-a-half minutes of shooting. His job was further complicated by the necessity to unwrap and rewrap the entire apparatus with a plastic cover with each change of film to keep it free of sand, dirt and mud.

The work went on 24 hours a day, seven days a week, for four months. Each day was divided into two 12-hour shifts, and members of each shift relieved one another at the toughest job -- digging at the tunnel face. To carry the earth to the opening, they laid a single steel rail on which they ran a small rope-drawn cart. They shored up the passageway with timbers throughout its length, and where it cut through sand, rather than clay, they covered its floor and roof completely with planking. (more)

The students strung electric lights along the tunnel and rigged a telephone line so that those underground could talk with those on the surface. (Once they had penetrated beyond the Wall, they dubbed their phone line "the only direct telephone connection between East and West Berlin.") When the digging had progressed so far that air circulation became a serious problem, they bought an air compressor and devised a ventilation system that blew fresh air from one end of the tunnel to the other.

Twice the work was impeded by breaks in Berlin's water mains. The students fought the first flooding with a hand pump, and managed to alert West Berlin officials to the leak without alerting them to the tunnel. The second break occurred on the East Berlin side and, while waiting for Communist officials to discover it, the tunnelers installed an electric pump.

CHANGE PLANS TO AVOID DISCOVERY

Because of these delays and because of a mounting fear that the tunnel would be discovered by East Berlin police, the students changed their plan. They had originally hoped to penetrate two blocks into East Berlin before digging to the surface. They now decided to make their breakthrough only one block from the Wall. They scheduled the breakthrough -- and the escape attempt -- for Sept. 14.

Reuven Frank and film editor Gerald Polikoff arrived in West Berlin the day before, Sept. 13. On the way from the airport, they were driven along Bernauerstrasse, and for the first time were told where the tunnel lay. They screened film all that afternoon and most of the following day. Some 6,000 feet of film had been shot underground by Dehmel and an equal amount by cameraman Harry Thoess, who manned a hidden camera covering the Berlin scene at street level, just above the tunnel.

(more)

On the evening of Sept. 14, Frank, Anderton, Stindt and Thoess gathered in the NBC News Bureau, while the Dehmel brothers waited with a camera setup at the tunnel entrance. The breakthrough time of 7:30 p.m. came and went without word from the tunnel. At 11:30 p.m. Frank and Thoess drove down Bernauerstrasse past the site, but could see no police activity on either side of the Wall.

It was not until 1 a.m. the following morning that the newsmen heard from the tunnel and learned that the first escapees, a young mother and her child, had come through at 5 p.m. the day before. They were followed by 57 others, ranging in age from six months to 70 years, all of them muddy and exhausted after their 450-foot crawl, but safe on the West side of the Wall.

* * *

(The NBC-TV news special "The Tunnel" will preempt "The Virginian" on Oct. 31 only).

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NBC-New York, 10/11/62

NBC TRADE NEWS

October 11, 1962

BOB HOPE'S SIX NBC-TV SPECIALS FOR 1962-63 SEASON COMPLETELY SOLD
WITH PURCHASE OF HALF OF SECOND PROGRAM BY KITCHENS OF SARA LEE

Bob Hope's six 1962-63 specials on NBC-TV are completely sold, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network. Kitchens of Sara Lee purchased one-half sponsorship of the second Hope program, to be presented Thursday, Nov. 29, completing sponsorship of this season's "Bob Hope Show" specials.

The Kitchens of Sara Lee order was placed through Hill, Rogers, Mason & Scott Inc. As previously announced, Hope's other sponsors during 1962-63 are: Timex (through Warwick & Legler Inc.), which purchased one-half sponsorship of the six programs; Lever Brothers Co. (through Foote, Cone & Belding), which bought one-half sponsorship of four programs; and the Chemstrand Corporation (through Doyle Dane Bernbach Inc.), which purchased one-half sponsorship of one program.

Bing Crosby, Lucille Ball and Juliet Prowse will be Bob Hope's guest stars Wednesday, Oct. 24 (9-10 p.m. NYT), when the first "Bob Hope Show" of the season will be broadcast.

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NBC RADIO NETWORK NEWS

October 11, 1962

FIVE PROMOTIONS IN NBC RADIO NETWORK ARE ANNOUNCED

Five NBC Radio organizational changes were announced today by William R. McDaniel, Executive Vice President, NBC Radio Network.

Howard G. Gardner was appointed Director, Sales Administration and Development, NBC Radio Network. He formerly was Manager, Sales Development, NBC Radio Network. He reports to William F. Fairbanks, Vice President, Sales, NBC Radio Network.

Robert C. Hitchens was named Director, Sales Planning, NBC Radio Network, reporting to Mr. McDaniel. He had served as Manager, Sales Presentations, NBC Radio Network.

Appointed Manager, Sales Development, NBC Radio Network, was Joseph Kelly, formerly an analyst in the Sales Development Department. He reports to Mr. Gardner.

Jack Bernstein was promoted to Manager, Sales Presentations, NBC Radio Network, reporting to Mr. Hitchens. He had been a writer in the Sales Presentations Department.

Herbert Brotz was named Manager, Business Affairs, NBC Radio Network, reporting to Miss Marion Stephenson, Vice President, Administration, NBC Radio Network. He previously was Manager, Budgets, NBC Radio Network.

Mr. Gardner came to NBC in 1939 after graduation from Colgate University, starting as a page and moving thereafter to the Research Department. After three years of World War II service in the Army, he returned to NBC Research, advancing quickly to manager. In

(more)

1952 he became Manager, Sales Development, NBC Radio Network, acting also as Manager, Sales Development, NBC Television Network, until the two areas were separated in 1955.

Mr. Gardner lives with his wife and three children in Ridgewood, N.J.

Mr. Hitchens joined NBC Radio in 1951 as sales presentations writer, subsequently advancing to sales promotion supervisor, then to Manager, Sales Presentations. He started in radio in 1946 as continuity director at Station WEEK, NBC Affiliate in Peoria, Ill. (call letters later changed to WAAP). In 1948 he joined WNAL, Raleigh, N.C., as program director, moving in 1950 to the post of public relations manager for the National Industrial Advertisers Association.

Mr. Hitchens, a graduate of the University of Missouri, served in the Navy in World War II. He lives with his wife and teen-age daughter in Seaford, Long Island, N.Y.

Mr. Kelly joined NBC in 1953 as an accountant, first in the Facilities Division, then in Traffic and Communications. He moved to the Radio Network in 1956, working in the budget area, switching to Sales Development in 1957. He served as sales analyst until the current promotion.

Mr. Kelly received a Business Administration degree from the evening school of St. John's University, New York, in 1958. He lives with his wife and child in Plainview, L.I., N.Y.

Mr. Bernstein served on the editorial staff of Variety (1957-59) before joining NBC as a Press Department staff writer in 1960. Later that year he moved to NBC Radio Sales Presentations as a writer, holding that post until the current promotion.

(more)

3 - NBC Radio Promotions

Mr. Bernstein graduated from the University of Rochester, then served in Europe with the Army 1954-56. He is a bachelor, living in Manhattan.

Mr. Brotz, who soon marks his 10th anniversary with NBC, began with the network's New York flagship stations, and was the financial analyst, before joining NBC Radio in 1958. He served in the Navy during World War II, and graduated from City College of New York in 1949. He lives with his wife and two children in the Bronx, N.Y.

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NBC-New York, 10/11/62

NBC INTERNATIONAL ARRANGES FOR NIGERIA'S TELEVISION VIEWERS
TO SEE FILMS OF TIGER-FULLMER MIDDLEWEIGHT TITLE BOUT

NBC International has arranged for television viewers in Nigeria to see one of their favorite sons, Dick Tiger, challenge Gene Fullmer for the Middleweight Championship of the World, at a date soon after the Oct. 16 fight in San Francisco.

Films of the scheduled 15-round title bout in Candlestick Park will be presented over the Nigerian Television Service in Lagos. NBC International is the managing agent for this new federal network in Nigeria.

NBC-New York, 10/11/62

NBC TELEVISION NETWORK NEWS

October 11, 1962

NBC NEWS, VIA TELSTAR, PROVIDED U.S. TV VIEWERS WITH SWIFT COVERAGE OF ROME'S ECUMENICAL COUNCIL OPENING

Television coverage of the opening of the Ecumenical Council of the Roman Catholic Church, transmitted from Rome via Telstar, was presented on a special NBC News program on the NBC-TV Network today (Thursday, Oct. 11, 9-9:30 a.m. EDT).

Coverage of the event, including an address by Pope John XXIII in St. Peter's Basilica, was taped by the Italian television network (RAI) and was transmitted to New York by the communications satellite starting at 8:51 a.m. EDT.

In New York, NBC taped the coverage again and began running the tape on the air 10 minutes later, at 9:01 a.m. EDT. Since Telstar was still transmitting while the tape playback was in progress, the operation required three tape machines -- one to record, one to play back on the air, and a third to fill the gaps while segments of tape were moved from one machine to another.

NBC News' Rome correspondent Irving R. Levine reported the event via an audio circuit from Rome. Correspondent Merrill Mueller served as anchorman in New York. The program was produced and directed by James Kitchell.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

October 11, 1962

NBC'S SAMUEL CHOTZINOFF TO BE CHIEF SPEAKER
AT TOSCANINI MEMORIAL PROGRAM
OF AMERICA-ITALY SOCIETY

Samuel Chotzinoff, producer of the NBC Opera Company and music consultant of the National Broadcasting Company, will be chief speaker at the Toscanini Memorial program of the America-Italy Society on Wednesday, Nov. 14 (not a broadcast). Chotzinoff's topic will be "The Need for Toscanini."

His talk will be illustrated with recordings of performances and rehearsals and with film clips from television appearances of the late maestro Arturo Toscanini and the NBC Symphony Orchestra. It will take place in the new Ferris Booth Hall of Columbia University, New York City, at 8:30 p.m.

Toscanini conducted the NBC Symphony Orchestra, formed especially for him, from 1937 to 1954, when he retired. The Italian conductor was in semi-retirement in 1936, when Samuel Chotzinoff, on commission from NBC, went to Italy and persuaded him to return to active musical life. Toscanini's activities with the NBC Symphony in broadcasts, recordings and touring concerts added significantly to America's cultural history.

Chotzinoff's personal friendship with Toscanini preceded by many years the formation of the NBC Symphony in 1937.

The America-Italy Society is a non-profit organization which fosters friendship and cultural exchange between the two countries.

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NBC TELEVISION NETWORK NEWS-2-X-H

INTERNATIONAL COOPERATIVE PROGRAM VENTURE WILL PROVIDE TV DRAMATIZATION
OF A. J. CRONIN'S "SHANNON'S WAY" FOR NBC'S "DU PONT SHOW OF THE WEEK"

Hour Will Be Taped in London's Associated Rediffusion Studio
For U.S. Broadcast Dec. 16, and Will Be Seen in Britain, Too

FOR RELEASE MONDAY A.M., OCT. 15

An international, cooperative network programming venture --
a one-hour television dramatization for English and American audiences
of A. J. Cronin's best-selling novel, "Shannon's Way" -- was announced
today by the National Broadcasting Company and Associated Rediffusion
Limited.

Mort Werner, Vice President, Programs, NBC Television Network,
and John McMillan, Controller of Programs, Associated Rediffusion Ltd.,
described the project as "an important step toward the utilization of
international facilities in bringing quality television drama to world-
wide audiences."

"Shannon's Way" -- to be produced by Lewis Freedman -- will
have exteriors filmed on location in Scotland and will be taped Nov. 28
in the Associated Rediffusion studios at Television House, Kingsway,
London.

The drama of a young doctor's need to choose between careers
of research and medical practice has been adapted for TV by John Keir
Cross. Freedman is producer of dramas for NBC-TV's "Du Pont Show of
the Week" and formerly produced such critically acclaimed TV programs
as "Play of the Week," "Reading Out Loud" and "Camera Three."

(more)

The program will be presented Sunday, Dec. 16 (10-11 p.m. EST, in black and white only) as a "Du Pont Show of the Week" drama over the NBC-TV Network -- and will also be broadcast in England, Scotland and Wales (on a December date to be announced) over the Associated Rediffusion outlets.

A director for "Shannon's Way" will be selected by Freedman and Associated Rediffusion. An American star of distinguished ability will be chosen for the role of Shannon. The remainder of the cast will be drawn from the ranks of England's foremost television actors.

Freedman flies to London on Oct. 18 to assist in the selection of a director and cast for "Shannon's Way," returning to New York on Oct. 23 and flying again to London on Nov. 16 for rehearsals which begin on the following day.

Commenting on NBC's plans for "Shannon's Way," Freedman said: "This is a drama that could not have been produced as well in America. The characters and generic setting are so completely English that it just could not come off as effectively in a New York or Hollywood studio.

"We hope to tape overseas at least one more drama for 'Du Pont Show of the Week' this season, on such a cooperative inter-network basis. It is not inconceivable that we are opening up a wholly new television expression -- with entertainment programs originating cooperatively in the near future all over the world, in France, Italy, Japan, Hong Kong, Latin America and even the Soviet Union."

Casting and added production details for "Shannon's Way" will be announced shortly.

"Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine and Osborn Inc.

October 12, 1962

OFFICIAL PRAISE FOR NBC'S GRANT F. WOLFKILL

Citation Accompanying Medal of Freedom Honors Meritorious Service

To U.S. While a Prisoner of Reds in Laos for 15 Months

The following citation accompanied the Medal of Freedom awarded recently to NBC News cameraman Grant F. Wolfkill, held prisoner 15 months by Communist forces in Laos.

The award, authorized by President Kennedy, was presented by U. S. Army Chief of Staff Gen. Earle G. Wheeler. The citation reads:

"Mr. Grant F. Wolfkill, news cameraman for the National Broadcasting Company, distinguished himself by meritorious service while a prisoner of hostile forces in Laos from May 1961 to August 1962. Throughout this period, Mr. Wolfkill demonstrated a devotion to the high standards of the Code of Conduct that was in keeping with the finest traditions of our nation.

"His actions, characterized by boldness, tenacity and courage in the face of probable execution were evidenced daily as he led American military and civilian prisoners in a brilliantly successful effort to survive the brutalities of the hostile forces and to resist their never-ending efforts at brainwashing.

"His unquenchable spirit elevated the morale of his fellow prisoners and tempered their will to resist until this will had become invulnerable.

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"His selfless dedication to the principles for which his government stands and his consummate courage and coolness under pressures and threats did much to prevent hostile forces from making propaganda capital at the expense of the United States.

"His meritorious service to the nation was complemented by his personal valor that was genuinely inspiring. His devotion to the Code of Conduct in the face of the threat of death, peerless intrepidity and unshakable dedication to the cause of his Government marks him as a gallant American patriot. Mr. Wolfkill's faithful and exemplary conduct while a prisoner of hostile forces reflects great credit upon himself, the United States and the Free World."

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NBC-New York, 10/12/62

CAST AND CREDITS FOR 'THE SHADOWED AFFAIR,' ORIGINAL DRAMA
IN COLOR ON 'DU PONT SHOW OF THE WEEK' SUNDAY, NOV. 4

Title: "The Shadowed Affair" on "Du Pont Show
of the Week"

Date and Time: NBC-TV color broadcast Sunday, Nov. 4
(10-11 p.m. EST)

Starring: Greer Garson, Douglas Fairbanks and
Lois Nettleton

Original teleplay by Michael Dyne

Executive producer: Fielder Cook

Producer: Jacqueline Babbitt

Director: Fielder Cook

Associate director: Robert Hopkins

Assistant to the producer: Nora Ahern

Assistant to the director: Maureen Hesselroth

Technical director: Jack Coffey

Scenic designer: Jan Scott

Unit manager: Jim Marooney

Costumes by Noel Taylor

Makeup by Robert Phillippe

Graphic arts: Guy Fraumeni

Lighting: Alan Posage

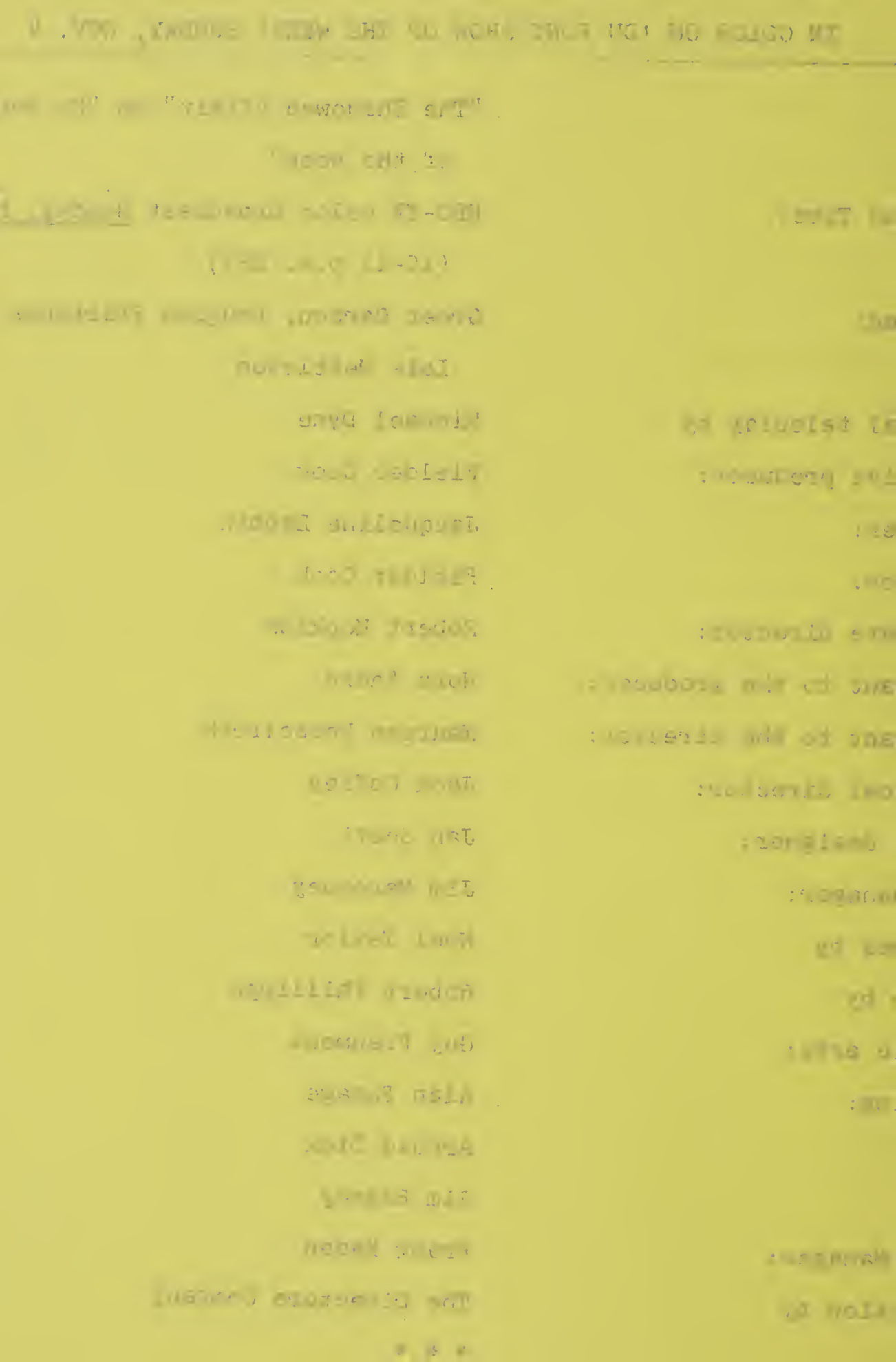
Video: Arnold Dick

Audio: Jim Blaney

Stage Manager: Frank Kaden

Production by The Directors Company

* * *
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Origination: NBC Studios, Brooklyn, N. Y., on color
tape

Sponsor: The Du Pont Company

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press Representatives: Charlie Gregg, New York, and Bill
Kiley, Burbank

* * *

THE STORY

Michael Dyne's original teleplay, "The Shadowed Affair," centers around the eternal triangle of love stories -- set against a strange and gripping background. The locale is the sophisticated New York literary world. The time is the present. The focal characters are a sequestered Nobel Prize-winning novelist, Hans Harben (Fairbanks); a young magazine reporter, Jennifer Graham (Miss Nettleton), who comes to interview him; and Juliette (Miss Garson), the novelist's emotionally disturbed wife. The story focuses on the strange bond that links Harben with his psychotic wife -- and her willingness to throw her husband at pretty girls.

* * *

Hans Harben	Douglas Fairbanks
Juliette Harben	Greer Garson
Jennifer Graham	Lois Nettleton

* * *

THE STARS

Greer Garson (Juliette Harben), who won an Academy Award for her film portrayal of "Mrs. Miniver," was last seen on NBC-TV in "Captain Brassbound's Conversion" and "The Little Foxes," both on "Hallmark Hall of Fame," and in "Reunion in Vienna" on "Producer's Showcase." A few of Miss Garson's many movie credits include
(more)

3 - Credits for 'The Shadowed Affair'

"Goodbye, Mr. Chips," "Mme. Curie," "Pride and Prejudice" and, most recently, "Sunrise at Campobello," in which she drew critical acclaim for her portrayal of Mrs. Franklin Delano Roosevelt.

Douglas Fairbanks (Hans Harben) is a distinguished stage, screen and television actor whose many motion picture credits include "Outward Bound," "Accused," "The Prisoner of Zenda" and "The Exile." On the London, Manchester and New York stage, he has starred in hit productions including "Saturday's Children," "Stephen Steps Out," "Young Woodley" and "The Winding Journey." He was producer, host and star of TV's long-running (1953-59) anthology series, "Douglas Fairbanks Presents."

Lois Nettleton (Jennifer Graham) has starred on Broadway in "God and Kate Murphy" and "Silent Night, Lonely Night." On NBC-TV, she won critical applause for her dual portrayal of Laura Fairlie and Ann Catheric in "The Woman in White" on "Dow Hour of Great Mysteries." Her many other TV credits include "Great Ghost Tales," "Frontiers of Faith," "Kraft Mystery Theatre" and "True Story."

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NBC-New York, 10/12/62



NBC COLOR TELEVISION NEWS

October 15, 1962

NBC NEWS TEAM--FIRST TV CREW PERMITTED ON POLARIS SUBMARINE
ON EXTENDED MISSION, INCLUDING FIRING OF ITS MISSILES--
PREPARES FULL-HOUR COLOR DOCUMENTARY FOR DEC. 19
- - -
Liggett & Myers Purchases One-Half Sponsorship of Program

A special one-hour color program, filmed by the first television crew ever permitted aboard a Polaris submarine during an extended mission that included the firing of its missiles, will be presented on the NBC-TV Network, Wednesday, Dec. 19 (10-11 p.m. EST).

A six-man NBC News crew, including correspondent Martin Agronsky, spent 16 days aboard the U. S. S. George Washington and filmed in detail a realistic exercise climaxed by the launching of missiles into the Atlantic missile range.

Liggett & Myers Tobacco Co., through J. Walter Thompson Co., has purchased one-half sponsorship of the program.

The program, titled "Polaris Submarine: Journal of an Under-sea Voyage," is being produced by Lou Hazam. The NBC crew aboard the submarine included, in addition to Agronsky: Daniel Karasik, associate producer; Tom Priestley, director; Scott Berner, cameraman; John Langenegger, sound man, and Robert Gelenter, assistant cameraman.

The NBC newsmen filmed the Polaris submarine base at Holy Loch, Scotland. They then boarded a chartered vessel and made a rendezvous with the George Washington, which had just completed a six-week patrol and was about to begin its exercise.

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Aboard the George Washington, the newsmen filmed daily life on a nuclear-powered Polaris submarine -- officers and crew members working at their stations throughout the ship, their off-duty moments at movie showings, church services, in card games and bull sessions in the wardroom and the crew's mess.

After the submarine had been at sea for about a week, its captain, Commander Edward Cooke, set the stage for realism by announcing: "We have entered the patrol area. We may be ordered to launch missiles at any time. I do not plan any drills. If you hear the alarm, you know this is a firing run."

The film shows crew members waiting for the fire message, then answering to the order "Battle stations, missile." For the first time, it shows the details of a Polaris countdown and finally it records the underwater launching of the missiles, whose nuclear warheads had been removed.

In a filmed interview with Agronsky, Commander Cooke discusses the Polaris system and its relation to over-all U. S. defense strategy, the safety precautions to prevent a Polaris missile from being fired by mistake, and his own feelings about the ship and its firepower -- which is the equivalent of all bombs dropped during World War II, including the atomic bombs dropped on Hiroshima and Nagasaki.

Agronsky said at the end of the cruise: "I couldn't find one man aboard the George Washington, from the captain to the youngest seaman, who is unaware of the awful destructive power he could be commanded to unleash."

(This Dec. 19 NBC News special pre-empts "The Eleventh Hour" this date only).

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NBC-New York, 10/15/62

NBC COLOR TELEVISION NEWS



October 15, 1962

SKITCH HENDERSON BAND AND THE MUPPETS ARE ADDED HIGHLIGHTS
OF '44th NATIONAL AUTOMOBILE SHOW' COLOR SPECIAL ON NBC

Skitch Henderson and his band, and the Muppets (Jim and Jane Henson's humorous hand puppets) have been added to the highlights of NBC News full-hour color special, "The 44th National Automobile Show," on the NBC-TV Network Sunday, Oct. 21 (6-7 p.m. EDT).

NBC News correspondents Chet Huntley and Merrill Mueller, "Today" host Hugh Downs and "Today Girl" Pat Fontaine will take viewers on a tour of the auto show at Detroit's new Cobo Hall for a look at the 1963 cars and trucks and other advances in the auto industry.

(NOTE: The special broadcast will pre-empt "Meet The Press" and "McKeever and the Colonel" on this date only.)

Skitch Henderson will provide the music for the program and will also play an original composition giving his musical impression of Cobo Hall, one of the largest and most complete exhibition and convention centers in the world.

The Muppets will provide an entertaining commentary on the new cars. For the program, the Hensons have created a new talking car-puppet, the 1963 "Crunk." The Muppets, who have their own daily program on WRC-TV, NBC's owned station in Washington, D.C., also have appeared on NBC-TV's "Today."

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October 16, 1962

NBC NEWS' ELECTION NIGHT COVERAGE WILL STRESS CONGRESSIONAL
RACES, WITH EXPERTS COMPILING AND ANALYZING
RETURNS AT SPECIAL 'HOUSE DESK'

Two approaches to politics -- the journalistic and the academic -- will be combined in the NBC News television and radio coverage of the contests for seats in the House of Representatives in the Nov. 6 elections.

Elmer W. Lower, General Manager, NBC News, said that the election night coverage on NBC-TV would place special emphasis on the races for the 435 House seats, and that the returns would be compiled and analyzed at a special "House Desk" in NBC's Studio 8H in New York.

"We are giving more attention than ever before to the contests in the House, which will test the popularity of the Kennedy administration in every section of the 50 states," Mr. Lower said. "We will also keep in mind the often-recalled fact that only once in modern elections, in 1934, has the party in power gained seats at mid-term."

Two experts will head NBC's House Desk. One, a practical authority on Congressional politics, is Joseph McCaffery, an NBC consultant and newsman who will draw on his long personal knowledge of members of the House and their constituencies to interpret the election returns. McCaffery has been covering Congress since 1947 for newspapers, magazines, radio and television and, since 1954, has served as a consultant to NBC News on all national elections. He is

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2 - Election Night Coverage

author of an Election Guide containing voting data on all 435 Congressional Districts, which he is updating for use on election night.

The other expert, whose training and experience lean toward the academic, is Dr. Milton C. Cummings, a research associate at the Brookings Institution in Washington. Dr. Cummings has degrees from Swarthmore College and Oxford University, and took his doctorate at Harvard in 1960. His thesis dealt with House elections from 1920 to 1960, and he is currently revising it for a book to be published by the Free Press of Glencoe.

On election night, Dr. Cummings will be assisted at the House Desk by his wife, Nancy, who is a physician. In analyzing the returns, they will use a system of file cards carrying historical data on voting patterns in every Congressional district. The "needle-sort" cards are assembled in a container about the size of a shoe-box which is, in effect, a kind of hand-operated computer.

"By inserting a special needle into the box and through holes in the cards, we can extract a series of cards that will, for example, identify all the districts that voted Democratic in 1950," Dr. Cummings says. "Using this kind of information, we believe that early on election evening we will begin to spot the voting trends."

Analytical material produced by Mr. McCaffery and Dr. Cummings will be used by NBC News correspondents on both the NBC Television and Radio Networks. It will also be supplied to the Canadian Broadcasting Corporation and the British Broadcasting Corporation, both of which will originate programs from the NBC News election headquarters in Studio 8-H.

The House Desk will be staffed by six additional statisticians and reporters, all engaged in the prodigious job of keeping track of the 435 House races.

PAUL M. HANCOCK APPOINTED MANAGER, SALES,
EASTERN OFFICE, NBC RADIO NETWORK

Paul M. Hancock has been named Manager, Sales, Eastern Office, NBC Radio Network. His appointment, effective Oct. 22, was announced today by William F. Fairbanks, Vice President, Sales, NBC Radio Network.

Mr. Hancock has been with NBC 13 years as Regional Manager, Station Relations.

He began his broadcasting career in station relations with the Mutual network in 1945. Two years later he founded radio station WMID in Atlantic City, N. J., remaining there for one year. He returned to Mutual in 1948, and joined NBC the following year.

During World War II, Mr. Hancock served in the Bureau of Overseas Intelligence (OWI). Before the war he worked in Italy as assistant to the president of an Italian oil company. (He speaks three foreign languages.)

Mr. Hancock, a graduate of Phillips Exeter Academy and Princeton University, is married to actress-singer Evelyn Wyckoff and lives with her and their child in Bronxville, N. Y.

Tennis, golf and gardening are among his favorite pastimes.

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NBC-New York, 10/16/62

October 16, 1962

NBC INTERNATIONAL'S PUBLIC AFFAIRS ASSOCIATION
INAUGURATED IN THE LATIN AMERICA AREA

NBC International's Public Affairs Association has been inaugurated in the Latin American area. Stations in Argentina, Guatemala, Panama, Puerto Rico and Venezuela have joined the plan which provides for at least one NBC public affairs program on the air each week over member TV stations.

"Our Public Affairs Association," Alvin Ferleger, Sales Manager, NBI, said, "represents another breakthrough in Latin American programming from the U. S. The interest in our programs was mostly in the field of entertainment. Now, stations, advertisers and viewers are recognizing the growing importance of news and public affairs programming."

The Public Affairs Association of NBC International has already been activated in Japan (Fuji Broadcasting), Australia (TCN Network), the Philippines (Bolinao Network), and Hong Kong (Overseas Rediffusion).

Initiated during the last few weeks, the plan in the Latin America area has included sales of news and public affairs programs to Cadete in Buenos Aires, Argentina; Radio Caracas in Caracas, Venezuela; RPC in Panama City, Panama; WAQ-TV in San Juan, Puerto Rico, and Guatemala TV in Guatemala City, Guatemala.

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NBC COLOR TELEVISION NEWS



October 16, 1962

FLYING TRIP TO BRITAIN PROVIDES MERV GRIFFIN WITH LINEUP OF NOTED OVERSEAS PERSONALITIES FOR HIS NBC COLOR SHOW

Thanks to the World Series, NBC-TV daytime star Merv Griffin and his producer Bob Shanks will get to make a five-day flying trip to London Thursday night (Oct. 18) to film some overseas interviews in color.

The conversational stints, with outdoor and indoor areas of London as a backdrop, will be broadcast on later dates on the new "Merv Griffin Show" color series (Monday through Friday, 2-2:55 p.m. EDT).

Already lined up for interviews are British comedian Terry-Thomas, who will take Merv on a sightseeing trip; Bob Hope, on-location at his new movie "Call Me Bwana"; movie stars Anita Ekberg and Robert Wagner, and Italian actress Claudia Cardinelli. And he is endeavoring to get other prominent names, too.

Merv termed this a "pilot" trip, and if it proves successful, he hopes to take the entire show to Rome and Paris next Spring.

Normally the "Merv Griffin Show" is broadcast later the same day it is taped at NBC-TV's New York studios. This taping schedule was maintained even on three recent days when World Series broadcasts from Yankee Stadium preempted Griffin on the network.

As a result, Griffin has three shows "in the can" -- and these will be aired Friday, Monday and Tuesday (Oct. 19, 22, 23) while Merv is abroad.

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NBC RADIO NETWORK NEWS 2-X-H

October 17, 1962

HIGH-RANKING DIPLOMATS IN SPECIAL NBC RADIO PROGRAM
COMMEMORATING UNITED NATIONS DAY

United Nations Acting Secretary General U Thant, United States Ambassador Adlai E. Stevenson, Soviet Foreign Minister Andrei Gromyko, British Foreign Secretary Lord Home and other high-ranking diplomats from all parts of the world will be heard on NBC Radio's "United Nations '62," Sunday, Oct. 21 (8:15-8:30 a.m. EDT).

Taped in advance, the special program commemorates United Nations Day (Oct. 24). Emphasis is given to UN delegates' assessment of the organization's work thus far and what hopes they hold for its future.

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NBC RADIO REPORT ON SAIGON INSERTED IN CONGRESSIONAL RECORD

The entire text of an NBC Radio "Ring Around the World" report from Saigon has been inserted in the Congressional Record of Oct. 4. The report from NBC News correspondent David Hudson on American efforts to aid South Viet Nam in its struggle against Communist guerrilla forces, ran in the Congressional Record at the request of Senator Kenneth B. Keating (R.-N.Y.). It was broadcast by NBC Radio Sept. 22.

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NBC COLOR TELEVISION NEWS

CONGRESSMAN COHELAN COMMENDS NBC FOR FORTHCOMING NBC NEWS COLOR SPECIAL, 'SHAKESPEARE: SOUL OF AN AGE'

Representative Jeffery Cohelan (D.-Calif.) has expressed appreciation to the National Broadcasting Company for its forthcoming NBC News special, "Shakespeare: Soul of an Age," a full-hour color program to be broadcast on the NBC-TV Network Friday, Nov. 30 (7:30 to 8:30 p.m. EST).

Sir Michael Redgrave, voicing excerpts from Shakespeare's plays, will star in the program, and Sir Ralph Richardson will be special guest narrator. Lou Hazam is producer and writer of the production, which is being filmed in England, Wales, Scotland and France "in the footsteps of Shakespeare and many of the characters of his plays."

Representative Cohelan, in remarks published in the Congressional Record, noted that the program will anticipate the 400th anniversary (April 23, 1964) of Shakespeare's birth. He said it will be "no ordinary presentation of Shakespeare's works, but a scholarly as well as entertaining undertaking designed to show what remains on earth that recalls Shakespeare's life."

"I believe it is appropriate," Representative Cohelan concluded, "for us to express appreciation to the National Broadcasting Co. which, through NBC News, will bring into the homes of millions of American families this important television program, a program which marks still another of the important contributions to news, public affairs and the arts that this network has presented through the years."

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NBC-New York, 10/17/62

NBC COLOR TELEVISION NEWS



October 17, 1962

REVISED CREDITS FOR 'THE JACK PAAR PROGRAM' COLOR BROADCASTS ON NBC-TV

Title: "The Jack Paar Program"

Time: NBC-TV color broadcasts, Fridays, 10 to 11 p.m. NYT.

Star: Jack Paar

Premiere Date: Sept. 21, 1962

Format: Informal hour of interviews, discussions, music and special features. Guest stars on each show.

Produced by Jack Paar with Paul Orr and Paul W. Keyes

Directed by Hal Gurnee

Associate Producer: Tom Cochran

Writers: Paul W. Keyes, Bob Howard, Robert Orben

Musical Director: Jose Melis

Scenic Designer: Charles Rosen

Unit Manager: Stewart MacGregory

Associate Director: Peter Fatovich

Graphic Artist: Guy Fraumeni

Technical Director: Bill Kelley

Lighting Director: Fred McKinnon

Audio: Norman Ogg

Origination: NBC Studios, New York

Sponsors: Various

NBC Press Representatives: Betty Lanigan (New York) and Doug Duitsman (Burbank).

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October 18, 1962

NORMAN A. LUNENFELD IS PROMOTED TO POST
OF MANAGER, NBC MERCHANDISING

Promotion of Norman A. Lunenfeld to Manager, NBC Merchandising, was announced today by Morris Rittenberg, Director, NBC Domestic Enterprises. Mr. Lunenfeld was Sales and Promotion account executive before advancing to his new post.

Before joining NBC, Mr. Lunenfeld was sales promotion manager at the C. J. LaRoche Advertising Agency. Previously, he was executive vice president of Promotion House Inc, and director of the Premium Center.

Commenting on Mr. Lunenfeld's new appointment, Mr. Rittenberg said: "We are fortunate to draw more fully upon the talents of Norman Lunenfeld. His thorough experience in all aspects of merchandising, and his ability to promote new properties, will ensure the steady expansion of NBC Merchandising activity."

Mr. Lunenfeld, a graduate of Columbia Law School, resides with his wife in New York City.

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NBC COLOR TELEVISION NEWS



October 18, 1962

NBC OPERA OPENS 14TH SEASON SUNDAY, NOV. 18, WITH RE-SHOWING OF 'BORIS GODUNOV' IN COLOR BROADCAST STARRING GIORGIO TOZZI

The NBC Opera Company will open its 14th successive season with a re-showing of Moussorgsky's opera "Boris Godunov" with Giorgio Tozzi in the title role Sunday, Nov. 18 (NBC-TV color broadcast, 2:30 to 4:30 p.m. EST). The two-hour color presentation was given great praise in the music and television press when it was first broadcast on March 26, 1961.

Other principal singers in the cast are Gloria Lane, Frank Porretta, Andrew McKinley, Lee Cass, Richard Cross, Richard Torigi, Spiro Malas and Jeanette Scovotti. Peter Herman Adler is conductor.

Modeste Moussorgsky's opera was performed by the NBC Opera Company in English, in a translation by John Gutman. The musical version by Rimsky-Korsakov was used.

Set in Russia and Poland in the late 16th Century, the opera tells the story of Boris' rise to power and his agonized last days, when he is driven by conscience for the murder of the Czarevitch Dimitri. Boris has ruled well, but the means of his gaining the throne haunts his life.

The production was designed by Ed Wittstein, and the costumes by John Boxer. Kirk Browning directed the production. Samuel Chotzinoff is producer of the NBC Opera Company.

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2 - NBC Opera

Two new productions and two other repeat showings also have been announced by Chotzinoff for the 1962-63 season of the NBC Opera Company on NBC-TV. The repeats are "Amahl and the Night Visitors" by Menotti on Sunday, Dec. 23 (3:30-4:30 p.m. EST) and "The Love of Three Kings" by Italo Montemezzi Sunday, Jan. 27 (color broadcast, 2-4 p.m. EST). The new productions are an untitled opera by Gian Carlo Menotti, commissioned by NBC, on Sunday, March 3 (color broadcast, 2-3 p.m. EST) and the complete, uncut "St. Matthew's Passion" by Johann Sebastian Bach in two two-hour color presentations Saturday, April 6 (1:30-3:30 p.m. EST) and Sunday, April 7 (2-4 p.m. EST).

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NBC-New York, 10/18/62

NBC RADIO NETWORK NEWS

October 18, 1962

'THE UNITED NATIONS AT SEVENTEEN,' SPECIAL DOCUMENTARY PROGRAM
WITH WORLD HEADLINE PERSONALITIES, SCHEDULED ON NBC RADIO

NBC Radio will broadcast "The United Nations at Seventeen," a special documentary program narrated by actor Jason Robards Jr. on Monday, Oct. 22 (10:15-10:30 p.m. EDT). It includes commentary by President Kennedy, Acting Secretary General U Thant, Ambassador Adlai E. Stevenson, U. S. astronaut John H. Glenn Jr., Russian cosmonaut Gherman Titov and others.

The program was taped in advance by United Nations Radio to celebrate United Nations Week (Oct. 21-28).

NBC Radio, as previously announced, also will broadcast another commemorative program, "United Nations '62" Sunday, Oct. 21 (8:15-8:30 a.m. EDT).

FROM THE NATIONAL BROADCASTING COMPANY

City Rockefeller Plaza, New York 20, N. Y.

2-X-H

NOTED SPOKESMEN FOR THE TWO MAJOR PARTIES--SEN. HUMPHREY (FOR DEMOCRATS)
AND SEN. SCOTT (FOR REPUBLICANS)--TO MEET IN NBC TELEVISION AND RADIO
FULL-HOUR DEBATE ON NATIONAL ISSUES OF 1962 CONGRESSIONAL ELECTIONS

FOR RELEASE MONDAY A.M., OCT. 22

NBC will bring together a distinguished spokesman for each of the two major political parties in a full-hour debate on the NBC-TV and NBC Radio Networks, designed to place in sharp focus the national issues of the 1962 Congressional elections, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

The program, to be presented live Monday, Oct. 29 from 8:30 to 9:30 p.m. EST, will be the first nationwide debate during a mid-term election year between two non-office-seeking representatives of the two parties. It will originate from NBC's Washington studios.

The speakers will be Senator Hubert H. Humphrey of Minnesota, speaking for the Democratic Party, and Senator Hugh Scott of Pennsylvania, representing the Republican Party. They were chosen respectively by John M. Bailey, Chairman of the Democratic National Committee, and Representative William E. Miller of New York, Chairman of the Republican National Committee. Neither speaker is a candidate for office in the 1962 elections.

The initiative for this unprecedented broadcast came from Mr. McAndrew, who invited Mr. Bailey and Representative Miller to designate a leading spokesman for each party to join in a debate. "I earnestly hope you will share our conviction that the program we propose affords a fresh opportunity to advance the public interest, both as a broadcasting undertaking and as an innovation in the off-year political

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campaign process," Mr. McAndrew said in his invitation to the political leaders.

Mr. McAndrew said the program will be patterned after the format of the fourth debate in the widely acclaimed "Great Debate" series between the Presidential candidates in 1960. "It will thus apply the resources of broadcasting and the technique of direct confrontation to an effort to develop full understanding of off-year elections in terms of their national significance," he said.

The format will consist of an opening statement of eight minutes by each spokesman and a closing summary of three minutes by each. Between the opening and closing statements, the speakers will answer questions from a panel of four NBC News correspondents. Each spokesman will be questioned in turn, with opportunity for comment by the other. Each answer will be limited to two and one-half minutes and each comment to one and one-half minutes.

The NBC News correspondents participating will be announced soon. William B. Monroe, Director of News in Washington, will be executive producer of the program.

Senator Humphrey, Majority Whip, was elected to the Senate in 1948 and was reelected in 1954 and 1960. He is a member of the American Political Science Association, of which he was elected Vice President in 1954. He was a Presidential aspirant in 1960.

Senator Scott was elected to the House of Representatives in 1940 and was reelected for seven additional terms. He was national chairman of the Republican Party in 1948-49 and general counsel to the Republican National Committee in 1955-60. He was elected to the Senate in 1958.

This special full-hour program pre-empts the NBC-TV "Saints and Sinners" episode this date only.

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NBC-New York, 10/19/62

NBC-TV NETWORK PROGRAM

DRAMA CRITIC RICHARD WATTS JR. WILL REVIEW
BROADWAY SHOWS IN NEW 'TODAY' FEATURE

A review of the new Broadway plays by one of New York's leading drama critics will become a regular feature on NBC-TV's "Today" show starting Thursday, Oct. 25 (7-9 a.m. EDT).

Richard Watts Jr., New York Post drama critic, will make his first appearance that day to discuss the Broadway dramas and musicals which have opened so far this season. Watts will appear regularly thereafter during the drama season to review and discuss the Broadway openings with members of the "Today" cast.

"Today" producer Al Morgan said that Watts will be the newest member of "Today's" roster of guest authorities who will visit the program from time to time to discuss current happenings in their fields of interest. Others who appear regularly on "Today" include social historian Cleveland Amory, with essays on society; former New York Times art critic Aline Saarinen, reporting on art and architecture; Skitch Henderson, who has frequently introduced new musical personalities and Roland Clement, National Audubon Society staff biologist, who reports on bird migrations each season.

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NBC-New York, 10/19/62

CAST AND CREDITS FOR 1962-63 PREMIERE OF 'THE BOB HOPE SHOW'

WEDNESDAY, OCT. 24 on NBC-TV NETWORK

Program: "The Bob Hope Show" comedy special.

Date: NBC-TV Network Wednesday, Oct. 24 (9 to 10 p.m. EDT).

Starring: Bob Hope

Also Starring: Lucille Ball, Juliet Prowse, Les Brown and his Band of Renown, with special guest Bing Crosby.

Executive Producer: Bob Hope

Produced by Jack Hope

Directed by Jack Shea

Written by Mort Lachman and Bill Larkin; John Rapp and Lester White; Charles Lee

Consultant: Norman Sullivan

Additional Material: Gig Henry

Choreographer: Tom Hansen

Art Director: E. Jay Krause

Costumes: Kate Drain Lawson

Makeup: J. Manning Smith

Associate producer: Sil Caranchini

Associate director: Dick Bennett

Assistant to the producer: Onnie Morrow

Origination: NBC Studios, Burbank, Calif., on tape

Sponsors and agencies: U. S. Time Corporation for Timex Watches (Warwick & Legler Inc.), and the Chemstrand Corporation (Doyle Bane Bernbach Inc.

NBC Press Representatives: Bill Faith, Burbank, and Al Cammann, New York.

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NBC-New York, 10/19/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 22, 1962

WORLD-WIDE ORGANIZATION OF BROADCASTERS TO MEET

VITAL PROBLEMS AND CHALLENGES OF GLOBAL TV

IS PROPOSED BY ROBERT W. SARNOFF

- - -
Suggests European Broadcasting Union Form a Study Group
To Explore Prospect and Pledges NBC's Full Cooperation

The creation of a world-wide organization of broadcasters to meet the vital problems and challenges of global television was proposed today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Sarnoff made the proposal at a luncheon given by NBC at the Waldorf-Astoria Hotel, New York, in honor of the delegates to the first American meeting of the European Broadcasting Union.

He suggested that the E.B.U. itself, in light of its "imposing credentials" in international television, should lead the way to the creation of a World Broadcasting Union by forming a Study Group to explore the prospect of a global organization of television broadcasters. He pledged the full cooperation of NBC.

"I would hope that the Study Group would find it desirable and feasible to propose concrete steps for setting up such an organization," Mr. Sarnoff said. "This is not a suggestion to enlarge the E.B.U. nor to alter its identity or its present course in any way: it is a suggestion that envisages the creation of another organization, world-wide in character, in which the E.B.U. -- as a body or through its individual members -- would play a significant role."

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Mr. Sarnoff asserted that "global television will not come of age until it can be met on an organized world-wide basis" and pointed to several needs likely to arise that would require attention on a world-wide basis. Among them:

An international "nerve center" from which broadcasters could learn what programs were available and register their own program requirements; free exchange of specialized information to cope with such satellite-created problems as time differentials, scheduling clearances and simultaneous translation; close international liaison with respect to differing technical standards among various television systems; the development of uniform measures affecting artistic, business and labor interests.

Outlining his thoughts on the character of the proposed World Broadcasting Union, Mr. Sarnoff said it should be open to broadcasters of every nationality, "for its usefulness would rest in large part on its universality." It would consist, he said, of broadcasters, rather than governments. But he noted that by their very nature some of the broadcasters would be direct agencies of national governments, others would be private companies, and still others would represent independent government-chartered corporations.

"Whatever these differences," Mr. Sarnoff said, "television's broad aims are everywhere the same -- to provide entertainment, information and education to a vast public comprising the largest audiences in history."

Mr. Sarnoff said he would hope that broadcast organizations not currently associated with E.B.U. as well as non-European broadcasters who are associate members would be invited to participate in

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the Study Group. He also emphasized that the organization that eventually would emerge "cannot and should not be political or partisan in any sense."

Although acknowledging that the recommendations of the Study Group would be binding upon no one, he expressed the belief that "given patient and conscientious deliberations by a genuinely representative body of broadcasters, surely the findings upon which they could agree would commend themselves to television broadcasters everywhere."

The NBC Chairman raised several questions that would have to be resolved by the Study Group: Would eligibility for membership in the World Broadcasting Union be based upon countries, individual broadcasting companies, national groups of broadcasters, or a combination of the three? What would the relationship be with existing regional organizations, such as the Inter-American Association of Broadcasters or the E.B.U. itself? What would the new organization do about financing, permanent staffing, a headquarters, or methods of disseminating information?

Mr. Sarnoff said he felt it particularly appropriate to propose such a world broadcasting organization before members of the European Broadcasting Union.

"To most Americans," he said, "the phrase 'international television' evokes the future, but for the E.B.U. it also represents a distinguished past and present. Over a period of more than eight years, Eurovision has televised some 3,200 live programs throughout Western Europe, and it does so today with the resources of 21 television services in 17 countries. In making these exchanges possible, the E.B.U. has tackled and mastered many of the very problems that will

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confront any organization devoted to program exchange on a global basis. Uniquely, the E.B.U.'s Eurovision has also exchanged live programs both with Intervision, its junior counterpart in the Eastern European Communist bloc, and with the broadcasters of the United States and Canada."

Discussing the need for a world-wide broadcasting organization, Mr. Sarnoff noted that successful program exchanges via the Telstar satellite have provided "exciting proof that we are swiftly mastering the means of achieving instantaneous communication between every television system on earth."

"What lies immediately ahead is not only a period for continued exchanges through existing facilities," he said, "but a precious interval of planning and preparation for the manifold realities of world-wide television as it matures. Man's hopes for this era are high; its potential is great. But so are its problems and challenges. Indeed, they are so complex and far-reaching in terms of practical procedures and international cooperation that all of us with a stake in this glowing future should lose no time in laying the groundwork for a systematic approach to these problems."

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NBC-New York, 10/22/62

Address of Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Before the European Broadcasting Union
New York, New York
October 22, 1962

GLOBAL TELEVISION: A PROPOSAL

I am greatly honored, in behalf of the National Broadcasting Company, to greet the European Broadcasting Union on the opening day of your unprecedented visit to the United States. In a sense you really made your first appearance here three months ago on the historic day when broadcasters on our two continents joined to extend man's sight farther than ever before.

The live program you sent us, ranging from the Arctic Circle to the warm shore of Sicily, will live in the memory of the millions upon millions who saw it. Yet, there is still something to be said for live appearances of the old-fashioned kind, and I know I speak for all my American colleagues when I say it is delightful to have you among us in the flesh, secure in the knowledge that you will not disappear over the horizon in 20 minutes.

The visit that begins today cannot compare in visibility, spectacle or sheer excitement with the one we exchanged by satellite three months ago, but I hope that in the long run it may prove almost as significant a milestone in the development of intercontinental television. Toward that end, I want to take this occasion to offer a proposal for your consideration -- a proposal intended to prepare the world's broadcasters to move together most effectively into the era of global television.

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Any such proposal must be considered against the background of the unique nature of this revolutionary medium of communication and the role it is assuming on every continent. The universal scope of television is implicit in its very nature. For it brings into tangible reality some of the myths and fancies mankind has cherished through the ages -- the flying carpet, the crystal ball, the occult feat of being in two places at once. This is the essential power of television as it exists in a single country or even a single community -- the power that inspired the widespread phrase, "a window on the world." Small wonder that the whole world is crowding up to this window.

Television has taken root almost everywhere -- in widely different cultures and under every kind of government; in newly emerging nations as well as sophisticated industrial countries. It can be found in every phase of growth, from the planning period to enterprising beginnings, from dramatic boom to the steady expansion of highly developed broadcasting services. It flourishes in different organizational forms -- private, government-controlled, state-chartered, advertising-based, viewer-supported and varying combinations of these.

Whatever these differences, television's broad aims are everywhere the same -- to provide entertainment, information and education to a vast public comprising the largest audiences in history. Today television is transmitted in some 80 countries by 3,000 stations to more than 120 million sets. And everywhere it has endowed our generation and those who follow us with the most vivid and powerful means man has ever devised for the extension of his senses.

The far-flung spread of television as a world-wide phenomenon has coincided in 1962 with exciting proof that we are swiftly mastering the means of achieving instantaneous communication between every

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television system on earth. Successful program exchange via Telstar, such as the recent orbital flight or the opening of the Ecumenical Council, has dazzled the world with the sense of a new era. It takes nothing from this achievement to remind ourselves that it is largely symbolic -- that several years will still be required to develop and place into orbit a satellite system that will provide instantaneous transmission to every populated area of the earth at any hour of the day.

Even then it is difficult to predict to what extent satellite transmissions will figure in regular television fare. But whether or not satellites will be used only sparingly and on a specialized basis for program transmission, the rise of television in so many countries around the world, coinciding with the perfection of tape and film, means that the age of global television is upon us.

What lies immediately ahead is not only a period for continued exchanges through existing facilities but a precious interval of planning and preparation for the manifold realities of world-wide television as it matures. Man's hopes for this era are high; its potential is great. But so are its problems and challenges. Indeed, they are so complex and far-reaching in terms of practical procedures and international coordination that all of us with a stake in this glowing future should lose no time in laying the groundwork for a systematic approach to these problems. A number of broadcasters have perceived this need in recent years and months; it was touched upon in a speech in New York only a few weeks ago by Newton Minow, the Chairman of our Federal Communications Commission.

Clearly, we are faced with a difficult task of organized international cooperation. Part of this task -- an indispensable

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though limited part -- can be assigned to an organization already in existence. Within the framework of the United Nations, the International Telecommunications Union serves as a clearing house for agreements on frequency allocations and technical standards. This organization, with its specialized agencies, has a vital basic role to play. It has scheduled a special conference in Geneva next year to allocate frequencies in space communications.

But the I. T. U. is an organization of governments, not broadcasters, and the functions it performs -- vital as they are -- do not deal with the myriad of new operational problems that will confront the world's growing number of broadcasters as technology draws them closer together. The experience of the E. B. U. within Western Europe has demonstrated the need and effectiveness of joint international efforts in programming, legal and technical matters. The need for similar cooperative arrangements among broadcasters of different regions is already being felt; it will grow year by year, and global television will not come of age until it can be met on an organized world-wide basis.

What are some of the needs that are likely to arise? One certainly is a need for authentic and readily available information about programs -- a nerve center from which any broadcaster could learn what programs are available to him from all foreign sources. Such a center could maintain an up-to-date catalogue of such programs in every category -- entertainment, information and education -- and of every type -- live, film or tape. At the same time it could compile a continuing record of what kinds of programs are needed or desired by various broadcasters, particularly in countries of limited production resources where television is in early stages. Prompt awareness of these requirements should in turn stimulate attempts to meet them, not

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only by the few countries now actively engaged as program suppliers to the world market but by many others which have barely or not yet entered it.

The developing exchange of live programs by satellite will pose a need for more specialized information as well, since these transmissions must cope with such factors as time differentials, scheduling clearances and simultaneous translation. Ultimately, as we approach a world-wide television network -- or even networks -- comparable to the Eurovision network, international programming will involve major long-range planning as well as day-to-day coordination.

One of the most vital needs of the global television era will be to promote the closest international technical liaison. Where technical standards are not uniform, we must seek constantly better means of overcoming the differences. Another need can be served through personnel exchanges and training courses in all aspects of television to make the skills and experience of advanced broadcasters available to their newer counterparts abroad. Still another field for collaboration is in the development of uniform measures affecting artistic, business and labor interests and rights in connection with internationally televised material.

To meet all these and other needs will require an international organization of broadcasters, global in scope, which does not yet exist. I propose that we set about creating a World Broadcasting Union. How can we best make a start in this direction? The question could not be put before any forum as qualified or appropriate as the European Broadcasting Union.

To most Americans, the phrase "international television" evokes the future, but for the E. B. U. it also represents a distinguished past and present. Over a period of more than eight

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years, Eurovision has televised some 3,200 live programs throughout Western Europe, and it does so today with the resources of 21 television services in 17 countries. In making these exchanges possible, the E. B. U. has tackled and mastered many of the very problems that will confront any organization devoted to program exchange on a global scale. Uniquely, the E. B. U.'s Eurovision has also exchanged live programs both with Intervision, its junior counterpart in the Eastern European Communist bloc, and with the broadcasters of the United States and Canada.

In the light of these imposing credentials, I respectfully suggest that the European Broadcasting Union form a Study Group to explore the prospect of a global organization of television broadcasters. I would hope that the Study Group would find it desirable and feasible to propose concrete steps for setting up such an organization. This is not a suggestion to enlarge the E. B. U. nor to alter its identity or its present course in any way; it is a suggestion that envisages the creation of another organization, world-wide in character, in which the E. B. U. -- as a body or through its individual members -- would play a significant role.

Through your clear record of leadership in international television, the E. B. U. has earned the right, and indeed perhaps incurred the duty, to lead the way to the formation of a World Broadcasting Union. And you would be acting fully in harmony with the goals set forth in Article 2 of the E. B. U. statutes; especially these two:

"(b) to promote and coordinate the study of all questions relating to broadcasting, and to ensure the exchange of information on all matters of general interest to broadcasting services;
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"(c) to promote all measures designed to assist the development of broadcasting in all its forms."

The procedure I have suggested -- the formation of a Study Group -- is, of course, in accordance with Article 14 of the Statutes, providing for the creation and functioning of such groups.

Having presumed to set this idea before you, let me presume briefly to offer some thoughts on the character of a world broadcasting organization and the task of an E. B. U. Study Group exploring how it might work.

The kind of organization I have in mind would consist of broadcasters rather than governments per se. In some instances, of course, the broadcasters would be direct agencies of national governments, while in others, they would be private companies and in still others, independent government-chartered corporations. It would be an organization open to broadcasters of every nationality on earth, for its usefulness would rest in large part on its universality.

Among the questions to be resolved is just how eligibility for membership would be based. Would it be by countries, by individual broadcasting companies, by national groups of broadcasters -- or a combination of these? What would the relationship be with existing regional organizations, such as the InterAmerican Association of Broadcasters and the E. B. U. itself? What would the new organization do about financing, permanent staffing, a headquarters, methods of disseminating information? These are only some of the questions that suggest themselves.

Since television broadcasters in all parts of the world are vitally concerned, I would hope the E. B. U. would see fit to invite appropriate participation in its Study Group by broadcast organizations not currently associated with the E. B. U. as well as

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non-European broadcasters who are associate members. I can pledge to you the full cooperation of the National Broadcasting Company in such a project.

The recommendations of a Study Group in this field would be binding upon no one. But given patient and conscientious deliberations by a genuinely representative body of broadcasters, surely the findings upon which they could agree would commend themselves to television broadcasters everywhere.

The organization that would eventually emerge cannot and should not be political or partisan in any sense. But I believe the nature of the broadcasting profession itself as well as the international character of the undertaking should commit it to the spirit of free expression and open channels between nations. In the last analysis, it seems to me, whatever television may be able to achieve on a global scale, that is the very least the world should rightfully expect from the custodians of this great medium.

In its short life so far, television has demonstrated a power more compelling than the written or spoken word alone to hold men fascinated, to influence their minds and shape their conduct. Its impact upon society has been enormous -- on culture, politics and the economy, on the way in which scores of millions of individuals order their daily lives.

In modern industrial society, television has become as ubiquitous as the weather. Sometimes it seems almost as much a subject of complaint. It would be unrealistic and unpersuasive to see television as an unmixed blessing. Yet, on balance, with all its shortcomings and fallibility, and in the remarkably brief span in which it has spread so far, television has vastly enriched the lives of growing

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millions of people by opening their horizons to a range of experience and learning opportunities unknown to any earlier generation. We may be far from fulfilling our potential, but again and again, we have demonstrated how great that potential can be.

And now we face the challenge of bringing this great potential to a whole new dimension of service. For all its technical virtuosity, the feat of transmitting television signals around the world will be an empty irony without the good will and wisdom with which men decide what to transmit. To the extent that those of us in this room will determine what to transmit -- and it is a considerable extent -- we must dedicate ourselves to be equal to this vast responsibility. Our first task, however, is to develop a practical means of using the wondrous new communications tools that await our grasp.

We are on the point of winning a gift that history has seldom yielded and never on such a scale. For centuries, men have dreamed of a universal language to bridge the linguistic gap between nations. In some measure, it existed in the fourth century before Christ when Alexander the Great spread one tongue from Greece to the borders of India. The expansion of Rome made Latin the universal language of Western Europe. It was the universality of Greek and Latin in their day that enabled Christianity to spread over so much of the world in a single generation. In the modern era in which Europeans alone speak 40 different languages, man's efforts to create a new universal language go back more than 300 years. They have resulted in such linguistic inventions as Esperanto, Interlingua and Romanal.

Man will find his true universal language in television, which combines the incomparable eloquence of the moving image, instantly

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transmitted, with the flexibility of ready adaptation to all tongues. It speaks to all nations and, in a world where millions are still illiterate and semi-literate, it speaks as clearly to all people. Through this eloquent and pervasive universal language, let us strive to see, in the words inscribed over the portals of the BBC, that "Nation Shall Speak Peace Unto Nation."

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NBC-New York, 10/22/62

FOUR NBC NEWS CORRESPONDENTS WILL COMPRISE PANEL TO QUESTION
SENATORS HUMPHREY AND SCOTT IN DEBATE ON NBC-TV AND RADIO
- - -
Edwin Newman Will Be Moderator

NBC News correspondents Elie Abel, Merrill Mueller, Sander Vanocur and Robert McCormick will form the panel of questioners for the full-hour debate between Senator Hubert H. Humphrey of Minnesota and Senator Hugh Scott of Pennsylvania Monday, Oct. 29 on the NBC-TV and NBC Radio Networks (8:30-9:30 p.m. EST). NBC News correspondent Edwin Newman will be moderator.

As announced in the NBC Press Daily News Report of Oct. 19, the program will be the first nationwide debate during a mid-term election year between two non-office-seeking representatives of the two major political parties. It will be broadcast live from NBC's Washington studios. Senator Humphrey, who will speak for the Democratic Party, and Senator Scott, who will represent the Republican Party, were chosen by the national chairmen of the two parties.

One change has been made in the format originally announced for the program. The opening statement by each speaker will be four minutes instead of eight minutes.

The role of moderator is familiar to Newman. He was moderator on NBC-TV's debate series, "The Nation's Future," from June 10, 1961, through the rest of the 1961-62 season.

Abel is NBC News' State Department correspondent, Vanocur White House correspondent and McCormick Congressional correspondent. Mueller, who is based in New York, is a veteran of the political scene. He was a key reporter at the national conventions in 1952, '56 and '60 and in NBC's election night coverage for many years.

NBC TELEVISION NETWORK NEWS

UNIFORM STUDIO DESIGN PROVIDED AT NBC-OWNED TV STATIONS IN FIVE CITIES FOR NBC NEWS' ELECTION NIGHT COVERAGE

Uniform studio design at NBC-owned TV stations in New York, Washington, Philadelphia, Chicago and Los Angeles will be provided for NBC News' Election Night coverage Tuesday, Nov. 6 (The NBC-TV election reports will start at 7 p.m. EST).

The special sets at these stations were designed by Hjalmar Hermanson, who also created the massive NBC News Election Central in Studio 8-H in the RCA Building, New York City. The stations are WNBC-TV, New York; WRC-TV, Washington; WRCV-TV, Philadelphia; WNBQ, Chicago, and KRCA, Los Angeles.

This three-tiered series of platforms and electronic totalizers will be topped by Chet Huntley and David Brinkley at their central news desk. When the five local stations cut away for reports on local, state and regional races, local newsmen will appear before election boards identical in design to those at the Election Central in New York.

The floor of Election Central is semi-circular. High on the west side of the studio is a platform from which Huntley and Brinkley will command a view of the four curved bays of election boards.

The four bays cover the East, South, Midwest and Far West states with Sander Vanocur, Frank McGee, Merrill Mueller and John Chancellor reporting for each division respectively.

Closeup TV cameras for each bay will be locked into position so that every state board is equidistant from the camera as it pans the returns. The electrically operated digital displays will report figures from various state races in numerals three inches high and two-and-one-half inches wide.

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NBC-New York, 10/22/62

NBC RADIO NETWORK NEWS

October 22, 1962

"PRIMARIES '62--FINAL REPORT"

NBC Newsmen to Report on Important Issues and Races
In Special Radio Program Election Eve

A special election eve report on the important issues and contests to be decided on Election Day, and their significance in connection with the 1964 Presidential election, will be presented on the NBC Radio Network Monday, Nov. 5 (9:05-10 p.m. EST).

NBC News correspondents Morgan Beatty and Robert McCormick will be anchormen for the special program, entitled "Primaries '62 -- Final Report: Election Eve." Beatty and McCormick will also be anchormen for NBC Radio's election night coverage, which will begin at 7 p.m. EST.

The election eve broadcast will include reports by the four NBC News regional correspondents who will also be heard on NBC Radio election night. They are Leon Pearson in the East, Jim Hurlbut in the Midwest, William Fitzgerald in the South and Edward Gough in the West. Political experts in various states also will participate in the program, analyzing the major contests in their areas.

Among the campaigns in this year's elections which will have an important bearing on the 1964 national elections, and which will be given special attention during the broadcast, are the gubernatorial races in New York, California, Michigan and Pennsylvania where the Republican candidates are considered possible Presidential aspirants

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NBC COLOR TELEVISION NEWS



October 22, 1962

NOTED PERSONALITIES PRAISE 'MEET THE PRESS'

"For many years, "Meet the Press" has been a feature which I have viewed with great regularity every Sunday.

"I think it is valuable to permit the nation to have an opportunity to see public figures under questioning from the press, as it gives our people an opportunity to assay their leaders that they cannot receive through any other news media.."

This comment is from Vice President Lyndon B. Johnson, congratulating Lawrence E. Spivak, producer of "Meet the Press" on the program's 15th anniversary on the NBC Television Network.

On Sunday, Nov. 11, "Meet the Press" will observe this anniversary with James A. Farley as guest. Mr. Farley, former Postmaster General and an outstanding Democratic leader for many years, appeared on the first televised "Meet the Press" Nov. 6, 1947.

("Meet the Press" is broadcast every Sunday at 6 p.m. NYT on the NBC-TV Network, in color and 6:30 p.m. EST on the NBC Radio Network.)

Other comments to Mr. Spivak from prominent national and international figures who have appeared on the program over the past 15 years follow:

Newton N. Minow, Chairman of the Federal Communications Commission: "As the oldest network TV program, 'Meet the Press' has earned its longevity by providing public service programming of a consistently high order. Broadcasting can make no higher contribution
(more)

to the public interest than the lively presentation of controversial issues.

"Your high standards have brought to the nation a greater awareness and understanding of the critical issues of the day."

Robert F. Kennedy, Attorney General of the United States:

"The past 15 years have been a difficult period with the issues confronting the American people so complex and changing so rapidly that your efforts to develop and explore the problems facing this country have been invaluable."

Mrs. Eleanor Roosevelt: "It is one of the few programs I try to see. Being informative and instructive I think its impact has been stimulating and beneficial."

The Rev. Dr. Billy Graham: "You have helped not only to keep America informed, but you have helped the American people make some of the gravest decisions of history during this continual post-war crisis."

Adlai E. Stevenson, U. S. Ambassador to the United Nations:

"As one of the 'victims' of the merciless inquisition one encounters on 'Meet the Press,' I want to voice my congratulations on its fifteenth anniversary on television. The program is indeed informative and interesting but most of all it serves a purpose of bringing to the public the views of leading figures when they are most pertinent to issues of the day. May you continue to keep the air waves hot for many years to come."

George Meany, President, AFL-CIO: "It is not really a surprise to me that "Meet the Press" is now the oldest network TV program. I can testify that just a half-hour of it can age a man 10 years...I personally enjoy "Meet the Press" very much -- but, in

(more)

3 - 'Meet the Press'

candor, I must add: when I am a viewer more than when I am a guest."

Edward R. Murrow, director, United States Information Agency: "To speak the praises of 'Meet the Press' without being prolix is something of a task, but perhaps I can liken the program to the pepper that heightens the flavor of a well cooked meal. 'Meet the Press' provides the seasoning, as indeed an appearance on it seasons its guests to the rigors of examination.

"But it is that very process of examination as applied to people and policies that helps keep the country on its public toes."

Willy Brandt, Mayor of West Berlin: "I congratulate our American friends on this series 'Meet the Press' which has become a firmly established feature of the life of their country and is likewise achieving lasting success in Germany."

Thomas E. Dewey: "'Meet the Press' has become a great national institution. It is lively, informative and a valuable part of our political system."

Edgar F. Kaiser, president, Kaiser Industries Corporation: "The program...was the real pioneer in this type of public service effort. It has become one of the prime examples of one of our great freedoms -- Freedom of Speech."

Lucius D. Clay, General, U. S. Army (ret.) "As a participant (on the program) I like the 'give and take' atmosphere which insures frank and open discussion of the important questions of the day."

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NBC-New York, 10/22/62

MICKEY ROONEY TO STAR FOURTH TIME ON 'DICK POWELL SHOW'

Mickey Rooney has been signed for his fourth starring role on NBC-TV's "Dick Powell Show" (Thursdays 8:30-9:30 p.m. EST).

Rooney won an Emmy nominationa for his portrayal of a lonely merchant seaman in a drama last year, "Somebody's Waiting," on the series. He began work today (Oct. 22) in "Everybody Loves Sweeny (cq.)," a drama about the downfall of a small-time night club comic.

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NBC-New York, 10/22/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 23, 1962

HOW NBC NEWS OFFERED COMPREHENSIVE TELEVISION AND RADIO COVERAGE
OF PRESIDENT'S SPEECH AND OTHER EVENTS RELATED TO CUBAN CRISIS

Within 14 hours after President Kennedy's critical message to the nation outlining the "quarantine" of Cuba, NBC News presented almost three hours of special network TV coverage as well as running reports on the NBC Radio Network.

A 45-minute TV special last night (Monday, Oct. 22), entitled "Of Highest Urgency," at 11:15 p.m. EDT, included foreign and domestic reaction to the President's message.

The entire two-hour "Today" show (7-9 a.m. EDT) this morning (Tuesday, Oct. 23) was devoted to the Cuban crisis. It included interviews with experts on Cuba and Russia and reports from NBC News correspondents on reaction to the U. S. move.

Following the President's address last night (broadcast at 7 p.m. EDT on the NBC Television and Radio networks), Frank McGee in New York and White House correspondents Ray Scherer and Sander Vanocur in Washington summarized on NBC-TV the President's key points.

From 7:30 until 11 p.m., NBC News cut into the TV network six times with reports by NBC News correspondent Edwin Newman in New York.

At 10:05 p.m. EDT, NBC News Washington correspondent Herbert Kaplow was anchorman for a 25-minute radio special recapping Cuban developments, including reaction to the President's speech. NBC Radio's "News-on-the-Hour" kept pace with the story throughout the evening.

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McGee was anchorman in New York for the TV special "Of Highest Urgency" at 11:15 p.m. EDT. Jerome Jacobs was producer.

The program, sponsored by the Gulf Oil Corporation, featured reports from the following NBC News correspondents: Sander Vanocur at the White House, John Hlavacek in New York, Peter Hackes at the Pentagon, Richard Valeriani at WCKT in Miami, Leon Pearson in New York, Elie Abel and Robert Goralski in Washington, and audio reports from Frank Bourgholtzer in Moscow and Joseph C. Harsch in London.

Vanocur broadcast live in front of the White House where TV cameras showed lights still burning in the President's office. Hackes spoke live from the steps of the Pentagon where activity was obvious in the background, TV cameras showing lights in Defense Secretary Robert S. McNamara's office.

In New York, Hlavacek (who was in Cuba as late as last week), pointed out on a map where the Cuban missile installations were most likely located.

Also on the broadcast, Pearson discussed the nation's diplomatic moves expected the next day at the United Nations. Abel in Washington reported on the U. S. role at the Organization of American States meeting, and Goralski discussed Congressional reaction to President Kennedy's moves.

Audio reports from Bourgholtzer and Harsch touched briefly on reaction in Moscow and London respectively.

The "Today" show this morning began where "Of Highest Urgency" concluded, with reports from foreign correspondents on reaction to the President's action.

Harsch reported the British Cabinet had been summoned into emergency session. Hugh Downs, the program's host and NBC News'

(more)

3 - Cuban Crisis

Richard Harkness (in Washington) both interviewed Senator Albert Gore (D.-Tenn.) in New York. Senator Gore is a member of the Senate Foreign Relations Committee.

Harrison Salisbury of the New York Times, an authority on Soviet Russia, was interviewed on the program. Salisbury felt this "quarantine" would not bring nuclear war and that Russia would divert her ships from the blockade.

Scherer reported from Washington on the Pentagon's aerial photos which showed missile installations on Cuban soil. He was followed by Elie Abel who updated European reaction and strategy for the O.A.S. meeting later in the morning.

Eleven "man-in-the-street" interviews were conducted on the program by "Today" panelists Jack Lescoulie and Pat Fontaine. Only one person interviewed disagreed with the President's course of action.

The program concluded with an interview with Senator John L. McClellan (D.-Ark.) who also revealed his reactions to the Cuban crisis.

* * *

Live pickups from the special meeting of the Organization of American States in Washington on developments there and a report on Russia's reaction to the U. S. stand on Cuba were presented in five special NBC News bulletins on the NBC-TV Network this morning (Tuesday, Oct. 23).

The first reaction from Moscow, more than 12 hours after President Kennedy's speech, was reported in a bulletin at 9:30 a.m. EDT. The special announcement quoted the Russians as warning that the U. S. has taken on itself a grave responsibility for peace or war.

(more)

The first of four special reports from the O.A.S. meeting at the Pan American Building in Washington, where an NBC News mobile unit was stationed, was presented at 10 a.m. EDT. NBC News correspondent Herb Kaplow reported from the meeting.

At 11 a.m., NBC News correspondent Robert Goralski, also at the O.A.S. meeting, said that the delegates were expected to approve a resolution introduced by Secretary of State Dean Rusk calling for the withdrawal of offensive weapons from Cuba.

The U. S. request that the council adjourn until afternoon (so that delegates could receive instructions from their governments before voting on the U. S. resolution), and the subsequent adjournment, were reported in special bulletins at 11:32 and 11:43 a.m. EDT.

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NBC-New York, 10/23/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

October 23, 1962

In view of the critical international situation that has developed in the last 24 hours, the National Broadcasting Company has concluded in its own judgment that this is not an appropriate time to broadcast its documentary program showing the construction of a tunnel under the Berlin Wall and the escape of East German refugees. Accordingly, the broadcast of the program, scheduled for Oct. 31, 7:30-9 p.m. EST, is being postponed.

At no time has the State Department asked NBC to refrain from broadcasting "The Tunnel" program and announced last Friday that it does not intend to do so.

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NBC TELEVISION NETWORK NEWS

October 23, 1962

YOUR VOTE MAY BE USED BY NBC NEWS EARLY ON ELECTION NIGHT
TO 'PROJECT' RESULTS FOR NBC-TV'S COMPREHENSIVE COVERAGE

Will your vote, after you have cast it on Nov. 6, show up somewhere on the television screen?

It almost certainly will show up in the Election Night coverage of NBC News, which expects to tabulate more than 95 per cent of the vote from the time the NBC-TV coverage starts at 7 p.m. EST until it is completed in the early morning hours of the following day.

Your vote may even be used early on election evening to "project" the final results -- if you happen to vote in what NBC News calls a "barometric precinct." This is a precinct that accurately reflects a larger voting trend -- for the nation as a whole, for a single state, or for a group such as the labor or farm blocs.

Suppose, as an example, you vote in a barometric precinct in Detroit. An NBC News vote collector will be on hand at your precinct when the polls close and the count is taken. He will telephone the total, including your own vote, first to a special NBC News center in Detroit, then to the RCA 501 Systems Center at Cherry Hill, N.J.

The NBC News center in Detroit will relay the figure to NBC in New York. At Election Central in Studio 8-H in New York, the number will be noted down by one of a staff of tabulators -- part of an over-all election staff of more than 3,700. It will then be passed on to the technicians operating the electronic vote-counting boards.

(more)

2 - Election Night

They will add it to the Michigan totals and it will stand out on the boards in lighted numbers that can be picked up by the television cameras and can be seen by Chet Huntley and David Brinkley from their "anchormen" vantage point inside the studio.

Meanwhile, the Detroit figure will also have been received at the RCA 501 Systems Center, where a special RCA team has been working with a system of five RCA 501 and 301 computers for the past year to prepare them for their Election Night role.

The team consists of some 300 specialists in the fields of computer programming, statistics, mathematics, political science and sociology. Their task has been a highly complex one, but essentially it is the process of analyzing past elections to find the key to those of the future.

The first step is to accumulate masses of information on previous elections -- data on the voting record of the country as a whole, of individual states, counties and even precincts. This voting data is correlated with other information that bears on election results -- the economic well-being of the country, the population growth in certain areas, the patterns of voter education, income, employment, religion and many other factors.

All this information is analyzed and compared and finally distilled into what the computer specialists call a "mathematical model" -- a series of formulas which express the nation's voting patterns in mathematical terms.

These formulas, which fill page after page in the voluminous records of the RCA election team, are fed into the memory of the computer system. There they await the actual Election Night returns, which will

(more)

3 - Election Night

be measured against the mathematical model to determine how the voting varies from past elections.

For example, those afore-mentioned returns from a single precinct in Detroit may fill in a key element in the model. As more of these elements are filled in, the voting patterns emerge more and more clearly until at last the results of the election can be projected with assurance -- many hours before all the actual vote has been counted.

The RCA computer system will be used throughout the evening, starting with the first returns from the East and ending with the last returns from the West. Among its more difficult tasks will be projecting and analyzing the gubernatorial races in New York, Michigan and California -- each one of them a tougher job than the 1960 Presidential contest.

Early in the evening of Election Day, the RCA computers will also be asked these questions: By what margin will the Democrats maintain control of the Senate, and will the House of Representatives be Republican or Democratic for the second half of President Kennedy's four-year term -- and by what margin?

One other question: does the computer system really work? The answer, RCA specialists point out, was stated clearly and affirmatively early in the evening of Election Day, 1960, when an RCA 501 computer projected a Kennedy victory within one-tenth of one percentage point of the vote as it was finally counted next day.

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NBC-New York, 10/23/62

October 24, 1962

NBC NEWS ADDS TWO MONDAY-THROUGH-FRIDAY 5-MINUTE TV REPORTS
THROUGH PERIOD OF CUBAN CRISIS; GULF OIL IS SPONSOR

NBC News has added two Monday-through-Friday five-minute news reports -- at 12 noon and 3:55 p.m. NYT -- to its schedule of four such programs on the NBC-TV Network. The two additional programs began today (Wednesday, Oct. 24) and will continue for the duration of the Cuban crisis.

The two new broadcasts are sponsored by the Gulf Oil Corporation through the Young and Rubicam Inc. advertising agency.

The broadcasts bring to six the number of Monday-through-Friday five-minute NBC News reports on NBC-TV. The others (all times NYT) are: "NBC News Morning Report" (10:25 a.m.), "NBC News Day Report" (12:55 p.m.), "NBC News Early Afternoon Report" (2:55 p.m.) and "NBC News Afternoon Report" (4:55 p.m.).

October 24, 1962

TELEVISION AND RADIO BROADCASTS OF ADLAI E. STEVENSON'S U.N. ADDRESS INCLUDED IN SECOND DAY'S COVERAGE OF CUBAN CRISIS STORY BY NBC NEWS

NBC News presented live TV and radio coverage of the address of Adlai E. Stevenson to the U. N. Security Council Tuesday, Oct. 23. Ambassador Stevenson, the U.S.A.'s chief representative to the U.N., spoke more than an hour, outlining the growth of Soviet influence in Cuba and the U. S. resolution calling for the dismantling of offensive weapons on Cuban soil.

The TV program entitled "U.N. Special" ran from 4 to 5:45 p.m. EDT. Frank McGee was anchorman.

Taped scenes were also shown of critical votes taken at the Washington meeting of the Organization of American States. Delegates from Latin American countries were seen voting in support of the U. S. position.

NBC News correspondents Herbert Kaplow and Robert Goralski reported from the O.A.S. meeting. NBC News' U. N. correspondent Pauline Frederick summarized the highlights of Ambassador Stevenson's speech from the U. N. meeting in New York.

The program also included a report from correspondent Ray Scherer at the White House. Scherer said a press conference was in progress inside the executive mansion and that President Kennedy was expected to issue a formal proclamation on the Cuban quarantine shortly.

McGee concluded the program with a late report that Russian ships were currently en route to Cuba.

2 - Cuban Crisis

"U. N. Special" brought to four hours the special TV coverage NBC News devoted Tuesday to the Cuban crisis.

The "Today" show (7-9 a.m. EDT) brought reaction from abroad as well as several pertinent interviews. Throughout the day, NBC News interrupted radio and TV programs with bulletins and brief special reports.

NBC News' radio coverage included live reports from the O.A.S. meeting and the White House as well as the U. N. In addition, "News-on-the-Hour" broadcasts kept radio listeners informed of the Cuban crisis, and bulletins kept pace with fast-breaking developments.

President Kennedy's address to the nation Monday night was taped by NBC News and transmitted to Europe via Telstar early the next day. Some 12 nations of the European Broadcasting Union received the TV transmission.

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NBC-New York, 10/24/62

October 24, 1962

HERBERT F. SOLOW IS NAMED DIRECTOR, DAYTIME PROGRAMS,
WEST COAST, NBC TELEVISION NETWORK

Herbert F. Solow has been named Director, Daytime Programs, West Coast, NBC Television Network, it was announced today by Mort Werner, Vice President, Programs, for the network.

"Mr. Solow will work on all aspects of NBC-TV Daytime Programming, West Coast, and he will report to Grant Tinker, Vice President, Program Operations, West Coast," Mr. Werner said.

Before joining NBC, Mr. Solow was Director, Daytime Programs Hollywood, Columbia Broadcasting System, since August, 1960. He was Program Director, California National Productions, in New York and Los Angeles from 1956 to 1960.

Mr. Solow was a talent agent, representing television program producers and packagers, with the William Morris Agency in New York from 1953 to 1956.

Mr. Solow is a graduate of Dartmouth College. He is married to the former Maxine Turner of Mount Vernon, N. Y. They reside in Pacific Palisades, Calif., with their three daughters.

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October 24, 1962

NBC NEWS SETS UP REPORT SYSTEM BY COUNTIES AND (IN SOME CASES) TOWNS
FOR TV AND RADIO ELECTION NIGHT RETURNS IN KEY RACES OF 14 STATES

NBC News will use a county-by-county and -- in some cases -- a town-by-town system of reporting key races in 14 states for its Election Night coverage on the NBC Television and Radio Networks Tuesday, Nov. 6 (7 p.m. EST to conclusion).

Elmer W. Lower, General Manager, NBC News, who is supervising the coverage, said that a reporter has been assigned to every county in each of 12 states -- New York, Pennsylvania, Maryland, Ohio, Indiana, Illinois, Michigan, Wisconsin, Kentucky, Missouri, Kansas and California.

In Connecticut and Massachusetts, where the vote is by town rather than county, NBC News will have a reporter in most towns -- covering about 80 per cent of the vote in the two states.

The coverage in the 14 states will require some 1,000 reporters, who will be part of an over-all NBC News election staff totaling more than 3,750 reporters, correspondents, editors and technicians.

The county reporters in each state will report the vote to a news bureau headed by a state election manager. The bureaus will then phone the totals every 20 minutes to NBC News' Election Central in New York.

The state election managers have been planning and organizing the coverage over the past six months. Following are their assignments and election bureau locations:

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Ed Edwin (New York State), NBC, New York
Richard Kellerman (Connecticut), NBC, New York
Robert Shaefer (Pennsylvania), WRCV-TV, Philadelphia
William Corrigan (Maryland), WRC-TV, Washington
William Lindsey (Ohio), KYW-TV, Cleveland
Richard Yoakum (Indiana), WFBM-TV, Indianapolis
Robert Mulholland (Illinois), WNBQ, Chicago
Frank Jordan (Michigan), WWJ-TV, Detroit
Jack Krueger (Wisconsin), WTMJ-TV, Milwaukee
Robert Lissitt (Kentucky), WAVE-TV, Louisville
James Harden (Missouri and Kansas), WDAF-TV, Kansas City, Mo.
John Thompson (California), KRCA, Los Angeles
Dean Brelis (Massachusetts), Boston Globe, Boston

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NBC-New York, 10/24/62

NBC TELEVISION NETWORK NEWS 2-X-H

October 25, 1962

90-MINUTE NBC NEWS TV PROGRAM TO DEAL WITH CUBAN CRISIS

A special 90-minute NBC News program dealing with the background and late developments in the Cuban crisis will be presented on the NBC Television Network Wednesday, Oct. 31 (7:30-9 p.m. EST).

The program, titled "Clear and Present Danger," will be produced by Reuven Frank. It will pre-empt "The Virginian."

October 25, 1962

CONTINUED TV AND RADIO COVERAGE OF CUBAN CRISIS OFFERED BY NBC NEWS

NBC News continued special coverage of the Cuban crisis Wednesday, Oct. 24 with running reports on the NBC-TV and Radio networks that included an "instant news" TV program and bulletins almost every half-hour on both mediums.

From early Wednesday through noon today (Thursday), there were 43 special or regular news reports on NBC-TV, keeping pace with Cuban developments. NBC Radio's "News-on-the-Hour" broadcasts, plus bulletins throughout the day kept radio listeners informed.

At 11:15 p.m. EDT Wednesday, the Gulf Oil Corporation sponsored "Cuban Crisis: Third Day." The 15-minute TV special, with Frank McGee as anchorman, featured live reports from the following:

--- NBC News correspondent Peter Hackes at the Pentagon with a run-down on military reaction.

--- Richard Valeriani, temporarily assigned to Miami, narrated film of military movements in the Florida area.

--- Pauline Frederick, NBC News' United Nations correspondent, summarized the day's events there. A tape of the proposal of U Thant, Acting Secretary General, to the U. S. and Russia for a suspension of actions was also shown.

--- NBC News correspondent Ray Scherer spoke from the front of the White House, outlining Washington reaction to late Cuban developments.

McGee reviewed the entire day's events as the program ended.

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Besides the four regular news segments on "Today" this morning (7-9 a.m. EDT), the following special features on the program dealt with the Cuban crisis:

--- Interviews with two U. S. Senators -- Senator Kenneth B. Keating (R.-N.Y.) and Senator Vance Hartke (D.-Ind.), by NBC News correspondent Martin Agronsky.

--- A film report about U. S. military buildup in Key West, Fla., and the surrounding area.

--- An interview by NBC News correspondent Peter Hackes with Dr. Ralph E. Lapp, noted nuclear physicist and author of "Kill and Overkill," a book dealing with the destructive power of atomic weapons.

Between the end of the "Today" show and noon, NBC News interrupted the TV network for a report at 11:30 a.m. EDT. The regular TV news report at 10:25-10:30 a.m. EDT also brought current developments.

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NBC-New York, 10/25/62

NBC COLOR TELEVISION NEWS



October 25, 1962

MACY'S THANKSGIVING DAY PARADE AND CIRCUS WILL BE
TWO-HOUR NBC-TV COLOR BROADCAST FROM NEW YORK

Remco Industries and Food Manufacturers to Sponsor Network Coverage

Donald Duck makes his debut as a parade celebrity and Bullwinkle Moose makes a return appearance in Macy's Thanksgiving Day Parade and Circus, to be televised in color in its entirety on the NBC-TV Network Thursday, Nov. 22, from 10 a.m. to 12 noon EST.

Helium-filled versions of the two stars of NBC-TV Sunday color cartoon series will be among the five mammoth balloons in Macy's 36th annual parade. Donald Duck will be this year's new creation among the huge balloons, which symbolize New York's traditional holiday event. Joining Donald and Bullwinkle will be Popeye, the Happy Dragon and the Flying Trapeze Balloon.

Other parade highlights will include numerous TV, film and stage celebrities, many scenic floats, a dozen colorful marching bands from different parts of the country and various singing and dancing groups. Santa Claus, in his sleigh at the end of the procession, will wave his customary holiday greeting to the millions of video viewers and sidewalk spectators.

Many of the entertainers and all of the bands will put on special performances when they reach Macy's grandstand area at Herald Square, between 34th and 35th Streets. NBC-TV will locate five color cameras in the Herald Square area, where the circus portion of the

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two-hour color show also will be staged. NBC-TV will present exclusive coverage of the circus and will be the only network to televise the entire parade.

Ed Pierce, who produced the Thanksgiving Day Parade program on NBC-TV the last three years, again will be the producer. This will be the third straight year of color coverage, and the 15th time since 1945 that NBC has televised the parade, either nationally or locally.

Remco Industries Inc., through Webb Associates Inc., and Food Manufacturers Inc., through Ted Bates & Co., will sponsor NBC-TV coverage of the parade portion of the two hours. Remco will sponsor the network's coverage of the circus portion.

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NBC-New York, 10/25/62

October 25, 1962

MISSOURI 'TIGER' AND KANSAS 'JAYHAWKER' HIT IT OFF
HARMONIOUSLY ON NBC NEWS' ELECTION COVERAGE

A "Tiger" from Missouri and a "Jayhawker" from Kansas will be working closely together on NBC News' coverage of 1962 election results Tuesday, Nov. 6.

The alliance will not be new for Elmer W. Lower, a native of Kansas City, Mo., and a graduate of the School of Journalism of the University of Missouri, at Columbia, and Richard Harkness, an alumnus of the University of Kansas, at Lawrence. In spite of the traditional rivalry of these schools and states, the two newsmen have an association in political reporting that goes back 30 years.

On Election Night, Lower, General Manager of NBC News, will supervise the coverage on the NBC Television and NBC Radio Networks (7 p.m. EST to conclusion). Harkness, a Washington correspondent, will broadcast the findings of the RCA computers being used to determine voting trends. Lower will be in NBC's huge studio 8-H in New York, where the operation will be centered, and Harkness will be at the RCA Systems Center at Cherry Hill, N.J. Although separated by distance, they will be linked by direct communications lines.

They first worked together in the United Press bureau in Kansas City, Mo., handling Missouri and Kansas returns in the election that gave Franklin Delano Roosevelt his first term as President.

In 1935, Lower took over Harkness' job as bureau manager for UP in Jefferson City, Mo., after Harkness was transferred to the wire

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service's Washington staff. Two years later, Lower followed him to Washington and they again worked together on elections.

Their paths separated for a number of years but converged again after Lower joined NBC News in 1959 (Harkness has been with NBC News since 1942). Their roles in the coverage of the 1960 elections were substantially the same as they will be this year.

Harkness is not a native Kansan, but he strengthened his ties with that state by marrying the former Daz Suiter of Macksville. In 1960, the University of Kansas awarded him its highest honor, a Citation for Distinguished Service.

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NBC-New York, 10/25/62



October 25, 1962

33 U.S. SENATORS PRAISE 'MEET THE PRESS' AND PRODUCER SPIVAK

Thirty-three members of the United States Senate have praised NBC's "Meet the Press" and the series' producer, Lawrence E. Spivak, as the program approaches its 15th TV anniversary.

The series started its NBC-TV run Nov. 6, 1947. It is now presented Sundays at 6 p.m. NYT in color on the NBC-TV Network, and at 6:30 p.m. NYT on the NBC Radio Network.

Senator Mike Mansfield (D.-Mont.), the Senate Majority Leader, wrote: "Your panel has been one of constant high caliber and you, as anchor man, have helped to make the program the scintillating success it has been."

Minority Leader, Senator Everett M. Dirksen (R.-Ill.), wrote: "This is indeed a record for a program of this kind and is a testament to the quality of the program and to the skill with which it is managed."

Comments from other Senators follows:

Senator J. W. Fulbright (D.-Ark.): "...I have always been impressed with the effort you and other panelists have made to present a critical and fair examination of your guests."

Senator Barry Goldwater (R.-Ariz.): "'Meet the Press' has consistently met the highest standards of fair and penetrating news coverage and from personal experience I can attest to the program's objectivity."

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Senator Hubert H. Humphrey (D.-Minn.): "Without question, the American people have gained a greater insight into the major issues of the day through this provocative and informative series."

Senator Clifford P. Case (R.-N.J.): "During these years, I have watched the growth of your program, both as a participant and as a viewer, and I congratulate you on the high standards of timeliness and fair play which you have attained."

Senator Stuart Symington (D.-Mo.): "Over the past 15 years it ('Meet the Press') has performed a service priceless to democracy -- keeping the people informed on the major issues of the day.."

Senator Richard B. Russell (D.-Ga.): "Through your program, literally millions of our citizens have had the opportunity to come face to face with the leaders of every level of our society, not only in this country, but the leaders of almost every nation in the world."

Senator Estes Kefauver (D.-Tenn.): "...an outstanding job of being hardnosed and tough with public officials. I can attest to the toughness from having appeared as a guest a number of times."

Senator John L. McClellan (D.-Ark.): "These programs have contributed greatly to a better informed public, and thus to the strengthening of our democracy and system of government."

Senator Paul H. Douglas (D.-Ill): "...one of the best opportunities in the country for basic facts and judgments on public affairs to be aired..."

Senator Thomas J. Dodd (D.-Conn.): "'Meet the Press' has given us an example of the ideal television can achieve in serving both the needs of entertainment and the requirements of the public interest."

Senator Albert Gore (D.-Tenn.): "...comments of the leading personalities who have appeared on the program taken together reflect

(more)

the thoughts and sentiments of the American public which have shaped national policies."

Senator Robert S. Kerr (D.-Okla): "...a great contribution to our democratic society by giving newsmakers and newsmen an opportunity to discuss significant problems before a vast audience."

Senator Wayne Morse (D.-Ore.): "'Meet the Press' has demonstrated that radio and television programs can be great educational forces when handled in an enlightened and effective manner."

Senator Homer E. Capehart (R.-Ind.): "...an excellent job of bringing directly to the people the opinions of our public officials..."

Senator Warren G. Magnuson (D.-Wash.): "...the listener and viewer is the best judge...judging from his response in faithfully tuning in each week, the program ranks high in his estimation too."

Senator Bourke B. Hickenlooper (R.-Iowa): "You have maintained the highest level of journalistic ability..."

Senator J. Strom Thurmond (D.-S. C.): "I feel that it does much good in stimulating public interest in and knowledge of public affairs. I try to watch it every Sunday."

Senator Frank Church (D.-Idaho): "Many an answer has come forth on 'Meet the Press' that otherwise would have remained unspoken and unread."

Senator Russell B. Long (D.-La.): "I have always felt your program was doing an effective job in bringingan insight into the important issues that are facing our nation."

Senator Henry M. Jackson (D.-Wash.): "This program has provided the best of television since its beginning November 6, 1947, and it has never wavered from its high standards."

(more)

Senator John J. Sparkman (D.-Ala.): "...one of the outstanding discussion and information programs to be found anywhere in the world."

Senator William Proxmire (D.-Wis.): "Sunday evening has become a time for a nation-wide lesson of civic responsibility in our country. The opportunity for citizens to watch responsible and leading public officials interrogated in depth by competent newspapermen is invaluable."

Senator Vance Hartke (D.-Ind.): "...in the true spirit of pure journalism, the search for truth will always keep 'Meet the Press' in its vital communications role."

Senator John G. Tower (R.-Tex.): "...your recognition as senior network TV program...is not measured by mere chronological continuity...but by the genuine wealth of hard news your programs have developed..."

Senator Spessard L. Holland (D.-Fla.): "...'Meet the Press' has contributed largely to the 'coming of age' of radio and television..."

Senator Karl E. Mundt (R.-S.D.): "...'Meet the Press' deserves an important niche in history (for) portraying the activities of Congressional investigations and the tedious processes by which our Government has endeavored to protect itself..."

Senator Samuel J. Ervin Jr. (D.-N.C.): "The long tenure of 'Meet the Press' is overwhelming evidence of its contribution to our American way of life and its impact on the American people."

Senator Joseph S. Clark (D.-Pa.): "No one who is interested in public affairs....can fail to appreciate the importance of 'Meet the Press.'"

(more)

Senator Herman E. Talmadge (D.-Ga.): "A 'Meet the Press' interrogation is the most effective test of a public official's worth ever devised."

Senator George D. Aiken (R.-Vt.): "Over the years this program has been a valuable stimulant to increased public interest in current affairs..."

Senator Hugh Scott (R.-Pa.): "The impact of 'Meet the Press' on American public opinion is probably greater than that of any other public affairs panel show...No wonder millions of Americans tune in regularly."

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NBC-New York, 10/25/62

October 26, 1962

COMPLETE SPONSORSHIP ANNOUNCED FOR TWO NBC NEWS COLOR TV SPECIALS:
'THE NILE' AND 'POLARIS SUBMARINE: JOURNAL OF AN UNDERSEA VOYAGE'

Complete sponsorship of two NBC News color TV specials --
"The Nile" and "The Polaris Submarine: Journal of an Undersea Voyage"
-- was announced today by Sam K. Maxwell Jr., Director, Special
Program Sales, NBC Television Network.

Bristol-Myers Co., through Young & Rubicam Inc., purchased
one-half sponsorship of "The Nile," to be broadcast Sunday, Oct. 28,
10-11 p.m. EST. Westinghouse Electric Corporation, through McCann-
Erickson, purchased one-half sponsorship of the program about the
Polaris submarine, to be presented Wednesday, Dec. 19, 10-11 p.m. EST.

As previously announced, Liggett & Myers Tobacco Co.,
through J. Walter Thompson Co., purchased one-half sponsorship of both
color programs.

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October 26, 1962

NBC INTERNATIONAL SELLS EIGHT TV SERIES TO NETWORK
OF NEW ZEALAND BROADCASTING COMMISSION

Eight television series, including four that are now seen on the NBC-TV Network, have been sold by NBC International to the network of the New Zealand Broadcasting Commission.

"Dr. Kildare," "The Dick Powell Show," "Bonanza," and "The Loretta Young Show," now on NBC-TV, are included in the group sale. The four former NBC-TV shows which complete the transaction, the biggest to date between NBC International and the New Zealand Broadcasting Commission, are "87th Precinct," "Hopalong Cassidy," "Shirley Temple Specials," and "The Americans."

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

October 26, 1962

NBC NEWS SPECIAL AND REGULAR PROGRAMS CONTINUE TO BRING
DEVELOPMENTS IN CUBAN CRISIS TO TV AND RADIO AUDIENCES

Developments in the Cuban crisis were covered by NBC News from noon (NYT) Thursday, Oct. 25, to noon (NYT) today, Friday, Oct. 26, in 26 special and regular programs on the NBC-TV Network, as well as numerous bulletins, special programs and regular programs on the NBC Radio Network.

The special coverage included live pickups from the United Nations of U. S. Ambassador Adlai E. Stevenson's speech and the reply by Soviet Ambassador Valerin Zorin late Thursday afternoon. It also included "Cuban Crisis: Fourth Day," a 15-minute TV special Thursday, at 11:15 p.m. (NYT). This program, with Frank McGee as anchorman, summarized and updated the day's events. It was sponsored by the Gulf Oil Corporation.

NBC News correspondents Bill Ryan, in New York; Pauline Frederick, at the UN; Ray Scherer and Sander Vanocur, at the White House; Peter Hackes, at the Pentagon; Robert Goralski and Robert Abernethy, also in Washington; and Floyd Kalber, in Chicago, participated in the running reports of the Cuban situation.

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October 26, 1962

"WHAT DO THE RETURNS MEAN?" IS QUESTION THAT POSES KEY
TO ELECTION COVERAGE ORGANIZED FOR TV AND RADIO
BY ELMER W. LOWER, GENERAL MANAGER, NBC NEWS

When the 1960 national election ended, Elmer W. Lower began preparing for the 1962 national election.

As General Manager, NBC News, Lower has organized a staff of more than 3,700 election reporters, special state correspondents, workers in key precincts around the country, telephone operators and tabulators -- all for Election Night coverage on NBC-TV and Radio Tuesday, Nov. 6 (starting at 7 p.m. EST).

This staff will be more than three times larger than the one in 1960 when NBC News' swift and accurate reporting attracted an NBC-TV audience greater than that for both other TV networks combined.

Lower joined NBC News in 1959. He has since played a key role in most of the network's major news projects: the 1960 conventions and elections, President Kennedy's Inauguration, Soviet Premier Khrushchev's arrival in Washington in 1959, and the three-network planning for the first TV broadcast of a Presidential news conference and first live transatlantic TV exchange via the Telstar satellite.

A graduate of the School of Journalism of the University of Missouri, Lower also holds a masters degree in public law and government from Columbia University. His master's thesis dealt with broadcasting and American elections. The University of Missouri also awarded him a medal for distinctive service to journalism in 1959.

(more)

Lower has worked, during his 30-year news career, with two newspapers, three wire services, two national magazines and two major networks.

Prior to joining NBC, he was with CBS News for six years, his last post being that of Director of Operations.

Before joining CBS, Lower worked for Life Magazine; Time-Life (in Paris, Los Angeles and Tokyo), United Press International, Associated Press, Newspaper Enterprise Association, the Louisville (Ky.) Herald-Post and the Flint (Mich.) Journal.

During World War II, he was a field representative for the Office of War Information in Cairo, Algiers, Naples and London. He also served as chief of the Information Division of the U. S. High Command for Germany.

The 1961 elections, which Lower organized for NBC News, drew this review by Jack Gould of the New York Times: "The News Department of the National Broadcasting Company ran away with the coverage of last night's election returns...It was an example of a model of public service, one that explains NBC's deserved reputation in the news field." (This election coverage highlighted the races for mayor of New York City and governor of New Jersey.)

Lower approaches coverage of election returns as a study in time and motion. But once the figures are in hand, he turns the staff into a search for the answer to the question: "What do the returns mean?"

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NBC-New York, 10/26/62

NBC COLOR TELEVISION NEWS



October 26, 1962

MILT KAMEN WILL REVIEW BROADWAY PLAYS
AND MOVIES ON 'MERV GRIFFIN SHOW'

Milt Kamen, nightclub comedian and raconteur who appeared frequently on the "Tonight" show, has been signed as a reviewer of motion pictures and Broadway plays on NBC-TV's new "Merv Griffin Show" color series (Monday through Friday, 2-2:55 p.m. EST).

Kamen will offer his five-to-eight-minute critiques once a week on a regular basis beginning the week of Nov. 5-9, producer Bob Shanks said. During that week, on a day to be announced, Kamen will review the new film, "Mutiny on the Bounty," starring Marlon Brando. Future Kamen reviews will include the new Broadway play, "Who's Afraid of Virginia Woolf?" and the new movie, "The Chapman Report."

Kamen first appeared on the "Merv Griffin Show" Oct. 22, when he reviewed "The Longest Day." He returned Oct. 26 with comment on "Barabbas" and "Requiem for a Heavyweight."

"Mr. Kamen really impressed us with his humorous, incisive and sophisticated reviews, and we're delighted to get him on a regular basis," Shanks said.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 29, 1962

FROM KENNEDY TALK MONDAY TO KHRUSHCHEV ANNOUNCEMENT SUNDAY,
NBC NEWS KEPT ON TOP OF CUBAN CRISIS STORY FOR TV AND RADIO

From President Kennedy's historic speech Monday, Oct. 22, outlining the Cuban blockade, until Premier Khrushchev's Sunday, Oct. 28 announcement that the Cuban missile bases would be dismantled, NBC News kept on top of the story with bulletins, special reports and special programs on TV and radio.

In some cases, bulletin followed bulletin by only minutes. One NBC newsman was on the air four seconds after running from a White House briefing.

Special live TV programs showed developments at the U. N. and a view of lights burning late in the windows of President Kennedy's quarters at the White House.

In all, there were 94 TV bulletins between Monday and Sunday. Some lasted but a minute; others ran 10 or 15 minutes as developments warranted.

NBC News presented a total of 13 TV specials dealing with the crisis during this period. These amounted to eight hours and 40 minutes in air time. The specials ranged from the entire two-hour "Today" show Tuesday to two 15-minute programs at 11:15 p.m. NYT Wednesday and Thursday, recapping the days' events.

NBC Radio's "News-on-the-Hour" broadcasts utilized frequent bulletins. In one instance, Robert Goralski, one of NBC News' Washington correspondents, found himself on the air with just four seconds of preparation.

(more)

2 - Cuban Crisis

Open telephone lines between the White House, the NBC News desk in Washington and the news desk in New York had been set up Sunday (Oct. 28) at noon.

While a "News-on-the-Hour" program was in progress, Goralski was at a White House briefing. When the briefing concluded, Goralski was to rush to a phone and shout, "No bulletin" or "Bulletin. Give me the air."

Rushing from the briefing room, Goralski gave the latter cry. For the next minute, he was on the air, reading a statement just issued.

Chronologically, the week's coverage on NBC-TV included these highlights (all times NYT).

Monday, Oct. 22: At 12:19 p.m. NBC News gave the bulletin that President Kennedy would speak at 7 that night. He spoke for 18 minutes, starting at 7 p.m., his talk carried on the NBC-TV and Radio networks. Six TV bulletins were carried after the speech and the coverage culminated with a 45-minute TV special at 11:15 p.m.

Tuesday, Oct. 23: The entire "Today" show (7-9 a.m.) was devoted to the Cuban crisis. There were 18 bulletins throughout the day in addition to the four regular five-minute news programs. Live pickup from the United Nations Security Council meeting ran from 4 p.m. to 5:45 p.m. and the "Chet Huntley Reporting" program this night (10:30-11 p.m.) also covered the story.

Wednesday, Oct. 24: There were 22 bulletins this day. At 11:15 p.m., a special 15-minute program, "Cuban Crisis: Third Day" recapped developments.

(more)

NBC COLOR TELEVISION NEWS



October 29, 1962

ELITE ROSTER OF PROFESSIONAL AND NON-PROFESSIONAL TALENT HIGHLIGHTED
IN NBC NEWS COLOR SPECIAL ON NATIONAL CULTURAL CENTER IN WASHINGTON

Entertainment typical of the wide range of professional and non-professional talents which will eventually perform at the proposed National Cultural Center in Washington will be featured on the NBC News full-hour filmed special about the project to be broadcast in color on NBC-TV Sunday, Nov. 11 (4:30 p.m. EST).

Sander Vanocur, NBC News White House correspondent, will be host for the special. John J. Sughrue Jr. is producer-director.

Among the individual performers and groups which will be seen during the "National Cultural Center" program are the following:

Danny Kaye, who was one of the speakers at the ceremony last month in Newport, R.I., at which a model of the center was unveiled by Mrs. John F. Kennedy. Portions of the comedian's remarks will be presented.

Gospel singer Mahalia Jackson will offer the spiritual "Joshua Fit the Battle of Jericho."

Poet Robert Frost will read his poem, "The Outright Gift."

Emlyn Williams and Albert Dekker will be seen in excerpts of the prize-winning Broadway drama "A Man for All Seasons."

The Boston Symphony Orchestra, directed by Erich Leinsdorf, will play the Third Movement from Walter Piston's "Symphony No. 7."

(more)

The Bolshoi Ballet Company, featuring prima ballerina Maya Plisetskaya, will perform a segment of "The Little Humpback Horse," a ballet based on the classic Russian fairytale.

The Mormon Tabernacle Choir of more than 300 will be heard singing a portion of Mozart's "Gloria in Excelsis Deo."

The Catholic University (in Washington, D. C.) Players will perform an excerpt of Shakespeare's "Othello."

The University of Minnesota Players will do a scene from "Rip Van Winkle."

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NBC-New York, 10/29/62

NBC NEWSMAN JAMES ROBINSON ORDERED TO LEAVE VIET NAM

The Vietnamese Interior Ministry has ordered NBC News' Far East correspondent James Robinson to leave Vietnam "in the shortest delay."

Robinson, in messages to NBC from Saigon on Oct. 25 and 26, said that the expulsion order was based on his "lack of deference towards the regulations and laws" of Vietnam. He said the expulsion order came directly from Madame Nhu, Vietnam's "first lady."

Robinson reported that a United States embassy spokesman expressed "outrage" over the expulsion order and advised him not to leave the country until Monday, Oct. 29. This morning (Oct. 29), however, Robinson reported he had been allowed to stay until Thursday, Nov. 1, as a result of Embassy efforts. The embassy is fighting the ouster order. Other correspondents in Saigon were also protesting on his behalf, said Robinson.

He said that the Vietnamese government has long been angry at the foreign press, especially the American press. The Americans have often been publicly attacked by government officials, Robinson added.

The correspondent also stated that the U. S. embassy spokesman agreed that the expulsion order was obviously designed to attempt pressure against news coverage which might not agree with the government line.

The Vietnamese government, said Robinson, has long been angry with NBC over a film he, Robinson, made which they thought did not depict their President in a proper light.

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NBC-New York, 10/29/62

October 29, 1962

DESIGNED TO FIGURE OUT ELECTION RESULTS

Hjalmar Hermanson is a pipe-smoking scenic designer for NBC News who knows a good figure when he sees one.

His present concern is a number, one to zero, three inches high and two-and-one-half inches wide.

Figures of that size will report the nation's voting in the 50 states for a variety of races -- governors, senators, congressmen -- on NBC-TV's Election Night coverage Tuesday, Nov. 6 (beginning at 7 p.m. EST).

Hermanson explains that his Election Control studio design is radically different from TV entertainment shows: "On entertainment shows, we are selling a personality, an atmosphere.

"We design for that person -- singer, dancer, comedian. But for Election Night, the star of the show is a figure, a number."

Hermanson's Election Night design is being constructed in NBC-TV's Studio 8-H in New York City. When completed, four curved banks of electrically operated totalizers will report returns from key races in the East, Midwest, South and Far West.

The three-by-two-and-one-half figures were selected because they are large enough to be seen from some 50 feet away. The NBC News anchormen, Chet Huntley and David Brinkley, will be sitting on a platform just about 50 feet from Hjalmar's figures.

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TITLE ROLE PLAYERS CHOSEN FOR 'WIDE COUNTRY' EPISODES

Ray Danton went before the cameras in Hollywood recently as guest star in the title role of "The Bravest Man in the World," on NBC-TV's "Wide Country" series (Thursdays, 7:30-8:30 p.m. EST). The episode is being directed by Ted Post and produced by Frank Telford. A playdate will be announced.

* * *

Edgar Buchanan has been cast by producer Frank Telford in the title role of the "Good Old Uncle Walt" episode of NBC-TV's "Wide Country," now filming at Revue Studios in Hollywood. Earl Holliman and Andrew Prine star in the Thursday night series (7:30 to 8:30 p.m. EDT), a Ralph Edwards production.

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NBC-New York, 10/29/62

CORRECTION, PLEASE:

A repeat broadcast of "Change of Life," a "Purex Special for Women," will not be presented Wednesday, Nov. 14 (3-4 p.m. EST), as announced in the NBC Daily News Report of Oct. 26.

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NBC-New York, 10/29/62

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

October 31, 1962

HOW NBC NEWS WILL OFFER COMPREHENSIVE COVERAGE
OF ELECTION RESULTS ON TELEVISION AND RADIO

From 7 p.m. EST Tuesday, Nov. 6 until the early hours of Wednesday, Nov. 7, NBC News will broadcast on the NBC Television and Radio Networks its comprehensive coverage of contests for 435 House seats, 39 Senate seats and 35 governorships.

In races of important national interest in six states, NBC News will employ a new vote-gathering system named "Dewline" -- a term borrowed from the military (Distant Early Warning Line).

The races in these six states are for governor and senator in New York, for governor and senator in California, for governor in Michigan, for governor in Texas and for senators in Connecticut and Massachusetts.

With reporters at precinct levels in each state, "Dewline" reports will be tabulated within an hour after polls close.

The "Dewline" will complement other reporting techniques to be used by NBC News. The Election Night staff numbers more than 3,700. Reporters will be gathering returns in every state (in 14 key states, they will be reporting from every county.)

All returns will funnel to Election Central, in Studio 8-H in the RCA Building in New York. Overlooking activity in this large studio will be TV anchormen Chet Huntley and David Brinkley, sitting at an "X" shaped desk 10 feet above four curved billboard-like structures that will display the returns from 50 states.

(more)

2 - Election Coverage

These four bays will in turn be anchored by four news correspondents, each responsible for the voting in about a dozen states representing a geographical area.

Sander Vanocur will cover the East, Frank McGee the South, Merrill Mueller the Midwest and John Chancellor the Far West. Ray Scherer will handle reports from the "Dewline" board.

Telephones, teletypes, typewriters, reporters, tabulators, copy boys, TV cameras, radio newsmen, a "crisis desk," a "victory desk" and a maze of special equipment will be in 8-H.

A "victory desk" will determine the winning candidates in tight races. This desk will be headed by news producer Chet Hagan. (EDITORS: A separate story on the "victory desk" is in today's Daily News Report.)

The "crisis desk" will be utilized if a major development in international or national news occurs during the election coverage. NBC News' State Department correspondent Elie Abel will man this desk, prepared to broadcast on NBC-TV or Radio.

Outside Election Central, TV cameras will be set up at the RCA Systems Center at Cherry Hill, N. J., where computers will analyze returns and project results in the races for governorships in California, New York and Michigan, and for the House and Senate.

Other remote video locations will include the headquarters of the Republican and Democratic National Committees in Washington, the headquarters of Gov. Nelson A. Rockefeller and his Democratic opponent Robert M. Morgenthau in New York, Michigan's Gov. John B. Swainson and George B. Romney, his Republican rival; and California Gov. Edmund G. Brown and Republican candidate Richard M. Nixon.

(more)

3 - Election Coverage

Reuven Frank will produce the NBC-TV coverage and Russell Tornabene, the NBC Radio coverage. The NBC News election coverage was organized by Elmer W. Lower, General Manager, NBC News.

The entire Election Night coverage will be under the supervision of William R. McAndrew, Executive Vice President, NBC News, and Julian Goodman, Vice President, NBC News.

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NBC-New York, 10/31/62

October 31, 1962

NBC NEWS' "VICTORY DESK" IS GEARED TO NAME ELECTION WINNERS
EVEN BEFORE CANDIDATES THEMSELVES CONCEDE BALLOTING RESULTS

"We won't be predicting who will win the races for Governor and Senator. We will state it, definitely, even before the candidates themselves may claim victory or concede defeat."

This is the way Chet Hagan describes the function of the NBC News "Victory Desk" on Election Night. Hagan will man the "Victory Desk" in Election Central in Studio 8-H, headquarters in New York for NBC News' Election Night coverage on NBC-TV and NBC Radio, Tuesday, Nov. 6 (starting at 7 p.m. EST). His decisions will go directly to the anchormen for election coverage.

"There isn't any mumbo jumbo involved in making these decisions," Hagan explains. "And we don't guess. It's a careful judgment based on a thorough knowledge of each state's politics, combined with quick reports on the returns in key districts. In certain states, less than 10 per cent of the vote is enough for me to name which gubernatorial or senatorial candidate is the winner."

The NBC News election staff of more than 3,700 (including reporters, correspondents, editors and technicians) will assure Hagan of the latest voting figures. He will also have direct lines to key people behind the scenes of election activities in various states.

But it will be up to Hagan himself to make the important decision as to who has won. In preparation for his vital role, Hagan has been studying this year's political picture since early Summer when he compiled NBC News' 700-page "Election Handbook." The book contains

(more)

information on every race for governor, senator and representative, including important background material on each candidate. One hundred copies of the handbook were distributed in July to NBC News correspondents and editorial personnel who will have it at hand on Election Night.

"Though I have been constantly working on the manual updating it," says Hagan, "I will read each page again before election night."

Hagan has traveled from coast to coast for a first-hand look at the campaigns in Ohio, Pennsylvania, California, Massachusetts, Connecticut, Illinois and Nebraska. He has also produced seven of the eight programs in NBC News' "The Campaign and the Candidates" series of pre-election specials on NBC-TV.

If Hagan's past record is any indication, his "Victory Desk" will be providing NBC-TV viewers with early and accurate reports on trends and results across the country.

The "Victory Desk" was first used during NBC News' coverage of the 1960 Presidential election. Though the race was close, Hagan correctly stated how 49 out of the 50 states would vote.

"We were wrong only in Hawaii," Hagan recalls.

This past Sept. 18, Hagan also called the results of the Massachusetts Democratic primary. Just 20 minutes after the polls closed, he declared Edward M. Kennedy would win the Senatorial nomination by a landslide over Edward J. McCormack.

As the saying goes, "It's easy if you know how."

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NBC-New York, 10/31/62

October 31, 1962

EXPERT TO 'ICEPICK' ELECTION RETURNS

Dr. Milton C. Cummings Jr., Using Own Coded Card System,
To Report Vote Trends During NBC Election Coverage

When Dr. Milton C. Cummings Jr. sits at the NBC News "House Desk" on Election Night, Nov. 6, he will have at hand an icepick-like instrument and a stack of 435 cards, each representing one of the nation's Congressional districts.

As the returns come in from around the country and are tabulated by NBC News, Dr. Cummings will periodically insert his "icepick" through holes in the edges of the cards and in that way select certain groups of districts.

Comparing the returns with information on the cards, he will be able to detect trends in the voting -- a change, for example, in the labor or farm votes. He will relate such trends to the number of House seats that either party can be expected to gain or lose.

Dr. Cummings has been assembling the data on his cards for many years. Each card has information about the district -- the strength of labor, the racial and ethnic composition, voter registration and voter turnout in previous elections, past winners in House races, their margin of victory and many other factors.

The cards are coded so that the "icepick" can quickly select certain districts with similar characteristics. In addition, Dr. Cummings has "pre-selected" a number of precincts -- including those that are traditional strongholds of either party and those with large labor, farm or foreign populations.

(more)

Dr. Cummings will use these pre-selected precincts as benchmarks to spot national trends. His findings will be passed along to Chet Huntley, David Brinkley and other NBC News correspondents for their on-the-air reports.

Dr. Cummings has impressive credentials for his Election Night task. He was graduated from Swarthmore College in 1954, went to Oxford as a Rhodes Scholar to study political science, then to Harvard, where he earned a Ph. D.

At Oxford, he helped cover the British general elections of 1955 for the BBC. At Harvard he wrote a thesis on "Congressmen and the Electorate," which he is updating for a book to be published by the Free Press of Glencoe.

He is now a research associate specializing in governmental studies at the Brookings Institution in Washington, a private organization that conducts research on public problems.

On Election Night, Dr. Cummings will be assisted by his wife, Nancy, a physician now doing medical research.

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NBC-New York, 10/31/62

COOK COUNTY COUNTDOWN

League of Women Voters Cooperating with NBC News in Gauging Election
Results in Illinois County Accounting for Half of State's Votes

One county accounts for half the vote in Illinois, and NBC News has taken unprecedented steps to count the votes in that giant county. (Election Night coverage on the NBC-TV and Radio Networks Tuesday, Nov. 6, will start at 7 p.m. EST).

With the cooperation of the non-partisan League of Women Voters, NBC News will tabulate by telephone 1,300 Chicago suburban precincts in Cook County.

Some 1,300 women under the direction of the Cook County Council of the league will be stationed in suburban precincts Election Night. Each of them will phone the vote from her precinct to a special NBC News tabulation center.

In this way, NBC News expects to tabulate the Cook County vote with unprecedented speed.

Cook County includes the city of Chicago. The city returns always are tabulated swiftly but until this year the tabulation of suburban returns always has lagged three to five hours behind.

Combined with the NBC News county-by-county tabulation in Illinois, the special Cook County tabulation will give the NBC Election Night audience the fastest accounting in the senate race between Republican minority leader Everett Dirksen and his Democratic opponent, U. S. Representative Sidney Yates.

The League of Women Voters tabulation in suburban Cook County will be an exclusive feature of NBC's Election Night coverage.

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NBC-New York, 10/31/62

October 31, 1962

NBC NEWS ELECTION NOTES

Some facts and figures on NBC News' election night coverage:

--Chet Huntley and David Brinkley, TV anchormen for the election coverage, will sit at a formica-topped table shaped like the "X" used to mark a ballot. The "X" desk was designed by Hjalmar Hermanson, who also designed the entire studio setup for Election Night.

--Huntley and Brinkley will be sitting on a semi-circle platform called the "Huntley-Brinkley Deck" some 10 feet above the studio floor.

--There will be 700 telephones in use at NBC News' Election Central, involving some 60,000 miles of private telephone circuits linking Election Central with reporters around the country. This is more than twice the number of phones used for the 1960 Presidential election.

--NBC will have 180 affiliate stations receiving election night coverage from NBC-TV.

--Twelve TV cameras will cover Election Central on election night. Ten will scan the boards displaying returns and two other cameras will cover Huntley and Brinkley on their "deck."

--More than 250 high-powered spot lights will illuminate Election Central.

---Decorating the massive election returns display called for more than 50 gallons of paint.

(more)

2 - Election Notes

--Studio 8-H (the Election Central site) was opened in 1933. It was built to provide an area large enough to stage a three-ring circus. During the 1930's and 1940's, Arturo Toscanini conducted the NBC Symphony Orchestra in concerts each week from this studio, then used for radio. The studio, re-named "Peacock Theatre," is equipped to handle color TV programs.

(NBC News will start its Election Night coverage, Tuesday, Nov. 6 at 7 p.m. EST,)

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NBC-New York, 10/31/62

NBC PROTESTS TO SOUTH VIET NAM ON ATTEMPT
TO EXPEL NBC NEWS CORRESPONDENT ROBINSON

William R. McAndrew, Executive Vice President, NBC News, said he was "greatly shocked" by the expulsion of NBC News correspondent James Robinson from South Viet nam and has requested that the South Viet nam government reconsider the action.

In a message sent to President Ngo Dinh Diem of South Viet nam last night (Oct. 30), Mr. McAndrew also demanded to know the reason for the expulsion and its intended duration.

Mr. McAndrew said that Mr. Robinson's expulsion is "incomprehensible" in view of the many NBC programs that have depicted South Viet nam's efforts to stop the spread of communism in Southeast Asia.

The NBC executive also said it would be difficult for NBC to continue to present the true story of South Viet nam's fight against communism if NBC's representative is to be barred from the country.

Mr. Robinson, NBC News' Far East correspondent, was ordered by the Vietnamese Interior Ministry on Oct. 25 to leave Viet nam "in the shortest delay." Through the efforts of the United States Embassy in Saigon, which is fighting the ouster order, Mr. Robinson has been allowed to remain in South Viet nam until Nov. 1.

The reason given for the order was Mr. Robinson's "lack of deference towards the regulations and laws" of Viet nam. However, the correspondent said the U. S. Embassy spokesman agreed that the order was obviously designed to attempt pressure against news coverage which might not agree with the government line.

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NBC-New York, 10/31/62

CAST AND CREDITS FOR 'CYRANO DE BERGERAC,'
90-MINUTE 'HALLMARK HALL OF FAME' COLOR BROADCAST
ON NBC-TV THURSDAY, DEC. 6 (9:30-11 P.M. EST)

CHRISTOPHER PLUMMER

HOPE LANGE

in

EDMOND ROSTAND'S

'CYRANO DE BERGERAC'

Translated by Brian Hooker

Television Adaptation

by

ROBERT HARTUNG

Also Starring

DONALD HARRON and GEORGE ROSE

Scenery by.....Warren Clymer

Costumes by.....Noel Taylor

Associate Producer.....Robert Hartung

PRODUCED AND DIRECTED BY.....GEORGE SCHAEFER

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Sponsor.....Hallmark Cards Inc.

Agency.....Foote, Cone & Belding

THE CAST

Cyrano de Bergerac: Christopher Plummer

Roxane: Hope Lange

Christian: Donald Harron

Ragueneau: George Rose

Comte de Guiche: John Colicos

Le Bret: William Hutt

Ligniere: Paul Sparer

(more)

Vicomte de Valvert:	Gordon Pinsent
The Cut Purse:	Jack Merigold
Montfleury:	Eric Christmas
The Meddler:	Louis Edmonds
Duenna:	Nan McFarland
Officer:	John Irving
First Cadet:	John McKay
Second Cadet:	Ion Berger
Third Cadet:	Carl Harms
Fourth Cadet:	Leigh Wharton
Officer:	John Irving
Capuchin:	Robinson Stone
Sentry:	Len Birman
The Nun:	Toni Darnay
Footman:	Clifford Cothren
Comedian:	Bill Hinnant

ADDITIONAL CREDITS

Executive Assistant:	Sybil Trubin
Production Associate:	Joan Frank
Make-up by	Bob O'Bradovich
Production Coordinator:	Gordon R. Wynne Jr.
Production Secretary:	Janet S. Gibson
Program Assistant:	Joyce Meckler
Hair Stylist:	Ernest Adler
Assistant Costume Designer:	George Sullivan
Unit Manager:	Dick Diorio
Technical Director:	O. Tamburri
Lighting Director:	Alan Posage
Audio:	Jim Blaney
Video:	Arnold Dick

3 - Credits for 'Cyrano de Bergerac'

Graphic Arts:	Stas Pyka
Music Selections:	Phebe Haas
Sound Effects:	William Brinkmeyer
Special Effects:	Richard Aimone
Stage Managers:	Norman Hall and Dick Auerbach
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Origination:	NBC Color Studios, Brooklyn, N. Y., on color tape
NBC Press Representatives:	Charlie Gregg, New York, and Bob Bowen, Burbank
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THE STORY

Rostand's verse tragedy, which has also been called a prime example of swashbuckling romantic theatre, is set in Paris of 1640. The action opens in a theatre where Cyrano (Christopher Plummer), a fiery Gascon poet with an extraordinary nose, is insulted by Valvert (Gordon Pinsent) and conducts a duel with him while simultaneously composing a ballad. On the last line, he strikes down his opponent. Roxane (Hope Lange), a beautiful lady, witnesses this performance and sends for Cyrano, who has long been in love with her. But at their meeting Roxane confesses she actually loves Christian (Donald Harron), a young cadet in Cyrano's company. True to his gallant nature, Cyrano takes Christian in hand and sponsors the cadet's affair with the woman Cyrano himself loves. He even substitutes for Christian in a balcony serenade. Later, Christian is killed in battle. After 15 years, Cyrano visits Roxane in a convent; he reads her some letters of Christian, and she recognizes the voice as that of the lover who sang to her from beneath her balcony. Cyrano dies content in the knowledge that Roxane is at last aware of his love -- although she can never accept it.

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